

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

February, 1905.

JANESVILLE, WIS., U. S. A.

No. 50

Play Japanese

PLAN OF BATTLE.
GET THE
Lucky Curve

Keep Plenty of Ammunition
(A Good Assortment), Shoot
Straight to the Mark, and You
will Capture a PORT ARTHUR
every day in the year. ☐ ☐ ☐

Personality, Personal Effort and Personal Invitation are guns of penetration. Train them to do your work, and the history of your business will be written in capital letters—**SUCCESS.**

INVITE THEM TO THE FEAST!

Suppose you were to prepare a fine dinner for your friends and have the table loaded with all manner of good things, and yet fail to invite them to the feast. Would you wonder therefore, when the dinner hour arrived, that possibly only one lone person had straggled in, and he only by chance, and all the remaining places were vacant? This is a parallel case with the man who buys a bill of pens and expects his customers to rush in and buy, without invitation---without, in many instances, any preparation on the part of the dealer in the way of display or assortment.

ANYTHING THAT IS WORTH HAVING IS WORTH WORKING FOR

If you want a good pen business, do not depend upon the lone straggler for your trade--*he is the fiftieth man. Your business lies among the other 49, but it requires effort to get it.* INVITE the man whose trade you want, to see, to TRY, to BUY. *Defeat comes only to those who invite it.*

Yours for making the year 1905 the best year, so far, of the century.

Geo. S. Parker

A Personal Inventory

The better we treat people, the better we are treated. The better business methods we follow, the more business we will secure. The building would never progress unless one brick was carefully laid upon another. So it is in business life—to succeed we must progress. We must do better this year than last. The errors made last year are to the wise man sign-boards pointing to the right way this year. The man who stands still, who is no better with each added year's experience, will soon be down and out.

The salesman who is not a better salesman this year than he was last year has been lulled to sleep. He is on dangerous ground. Original thinking, original planning, devising new and valuable methods and ways, are always in demand. Why? Because they are so rare. Suppose, for instance, you interest and sell fifty people Lucky Curves this year where one was sold last, AND YOU CAN DO IT. Do you not think that this would be laying a foundation for future success and advancement.

Salesmanship is a science that must be developed if the golden key that opens to riches is acquired.

Salesmanship has been defined as the art of overcoming obstacles by tact and courtesy.

Prizes We are going to offer some prizes to the clerk or salesman who will send us the largest number of letters of testimony written with, and by owners of, Parker Pens (on their own letter-heads as far as possible) in which they will say why they prefer the Parker to others, as to its being satisfactory, etc. Therefore, everytime you sell a pen, get a letter. Get a letter from those to whom you have already sold. Each letter must, however, be written by the owner of a Parker Pen, not necessarily from a person that you have sold to, but two letters from one person will not count twice.

The time limit will be up April 15, 1905.

The First Prize will be a \$20.00 Parker Pen with owner's name engraved on barrel.

Second Prize— One \$10.00 Parker Pen with name engraved.

Third Prize— One \$5.00 Fountain Pen.

Next Five Prizes— A \$2.50 Pen each.

The only reason that people fail, is because the desire to succeed is not strong enough.

John Wanamaker Do you suppose John Wanamaker, or The Fair, Chicago, or any other great mercantile house, could do the business they do if they permitted their stock to run down or become so broken that a poor showing would be made? Never! These great institutions are managed by men whose brains are trained to **know how to make the business pay.** Are not their methods worth analyzing? **Do you suppose they would carry a stock of seven pens in a four-dozen case, or seventeen pens in a six-dozen case, and wait until they had sold the balance of stock before ordering more?** It's not good business policy to follow poor business methods. It takes an effort to get out of a rut. That's the reason why there are so many, many people simply plodding along, why it is that here and there you find a firm that is up-to-date, that follows the 20th Century way of doing business, and makes a success that is one of the seven wonders of the city. Men and women who never give up,

who never give way to the "blues," achieve more than others who work twice as hard, but who fail to keep at it day in and day out, year in and year out.

Can a man afford to buy a good Fountain Pen? A man will buy almost anything if the desire to own it is sufficiently strong. To stimulate, to expand, to develop that desire, is one of the foundation stones of salesmanship. A salesman who is not a developer is a detriment to any business and should make room at once for one who is.

Defeat comes only to those who invite it.

Shall We Send It? To any firm or salesman that is interested, we will send, with our compliments, a little twelve-page booklet entitled, "Attributes of a Successful Salesman." It will certainly do you no harm to read it, and it may be helpful. At any rate, it's yours if you ask for it.

The greatest thing any man ever did is to "wake up" and do something, be something.

How did you like the Gold Medal sign sent you? The Parker Pen was never before exhibited at a World's Fair and was unanimously awarded the highest prize to which it was eligible, **the Gold Medal,** over its many competitors. What a strong selling point for you to use!

If you haven't sold as many goods this year as you ought, sit down and think it over. Analyze the situation, study your weak points, eliminate them, then build up.

Those who win the most success in this world are the energetic and persistent.

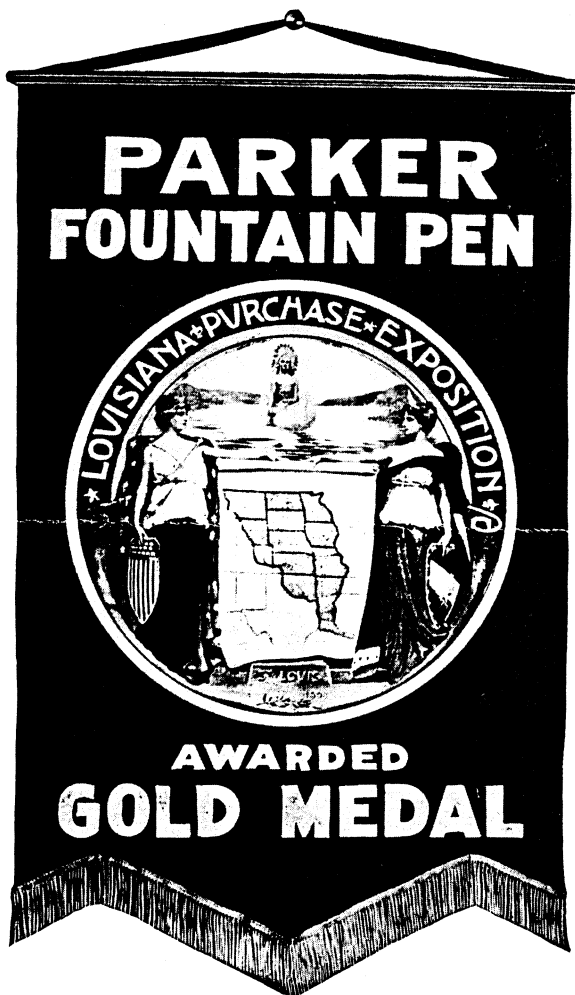
An Atmosphere of Cordiality Here is a letter recently published in "Salesmanship," that is a sermon in itself. This ought to be worth many dollars to any dealer or salesman who will profit thereby. Just as sure as the sun rises and sets, there is something about one that attracts or repels. If the atmosphere of the place of business is pervaded by a feeling of cordiality, all connected with that business are bound to be a success.

CLEVELAND, OHIO.
EDITOR SALESMANSHIP:
I am not a sales-person, although a reader of your magazine and I always find therein something of value and suggestive of a line of thought which benefits me in my work—I am a teacher.

I therefore take the liberty to write to you regarding the difference in the atmosphere of stores—the mental atmosphere, or the psychical, or whatever it may be. Whatever it should properly be named it is marked in difference in different places as is that of individuals. It is a fact that in some places, the moment you enter you feel as if you were welcome; every one looks at you with what the French call "pleasant eyes;" there is no especial difference in the material arrangement of the goods or fixtures that makes the place itself really more inviting, but there is the difference in the feeling, and it makes me think that perhaps thoughts are things to a greater degree than we realize. Now, in the other place, I feel as if I were not welcome, and actually I hesitate to make a purchase or ask a question; I miss the "pleasant eyes" and find instead cold indifference. At least that is the way it seems to me, and I know I am not singular in this regard.

It seems to me if these store-keepers last named only realized how they stifle trade, they would tend to induce a different mental poise among their sales-people. I am sure it would do them good financially, and benefit me and others like me who like to feel the welcome and the helpful offering of "pleasant eyes."
TEACHER.

The worries that make a man old before his time come from worry over troubles that never happen. Worry destroys a part of one's usefulness, and might be compared to placing sand on the fine bearings of a rapidly revolving shaft. It will soon ruin the shaft, so will too much worry kill a man. Cut it out, live longer, and be happier.



PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN

ANTI-BREAK CAP.—Warranted Against Cracking or Splitting for One Year.



No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018., with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break Cap fully warranted. If you prefer a pen with a screw joint, here it is.
No. 018—Jointless, same Size and Price as No. 18.



No. 20. Price, \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, course or stub pen as wanted.
No. 020—Jointless, same Size and Price as No. 20.



No. 23. Price, \$3.00. Screw Joint.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.
No. 023—Jointless, same Size and Price as No. 23.



HOW TO SELL FOUNTAIN PENS

Hundreds, yes, thousands, of our friends are now selling Parker Pens from one of the special show cases we loan. We cannot do better than reproduce a portion of a letter from Mr. Jno. S. Waterland, proprietor of the Chico Book Store, Chico, California.

"The most necessary feature of success in selling Fountain Pens is to have a Large Stock of Well Assorted Parker Pens to select from. A great deal has been said about salesmanship and care of pens, but I believe the most important thing in the sale of pens is to have a large stock of well assorted Parker Pens to select from."

This is a splendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. No complete stock should be without a few of these.
No. 023—Jointless, Hexagon, same Size and Price as No. 23.



No. 24. Price, \$4.00. Screw Joint.

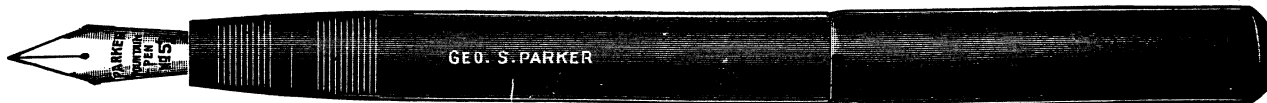
This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifold, Shorthand or Bookkeeping, see under respective head.)

No. 024—Jointless, same Size and Price as No. 24.



No. 24—Falcon. Price, \$4.00. Screw Joint.

Fitted with a Gold Pen, which is an exact duplicate of the Steel Falcon. The instantaneous favor into which this pen has sprung would indicate that there are many waiting for and wanting just such a pen. By all means order a sample or two. We have them in very fine points, medium, coarse or even stub.



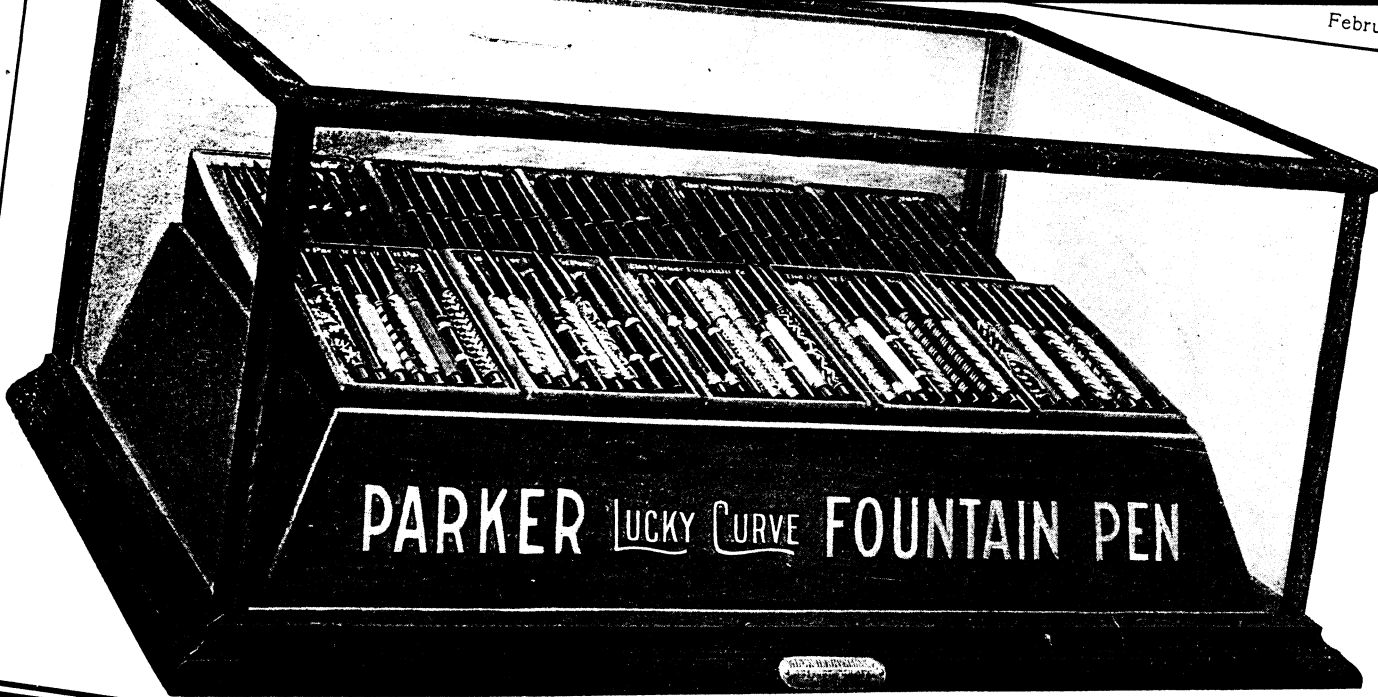
No. 25. Price, \$5.00. Screw Joint.

If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

No. 025—Jointless, same Size and Price as No. 25.

"Attributes of a Successful Salesman."

A 12-page Pamphlet. It tells of Successful Methods of Fountain Pen Selling. Pictures of Window Displays, etc. Will be glad to mail you a copy.



PARKER LUCKY CURVE FOUNTAIN PEN

This cut shows one style of the case we send with an order for 4, 6 or 12 doz. Parker Pens. It's the door that opens to increased business.

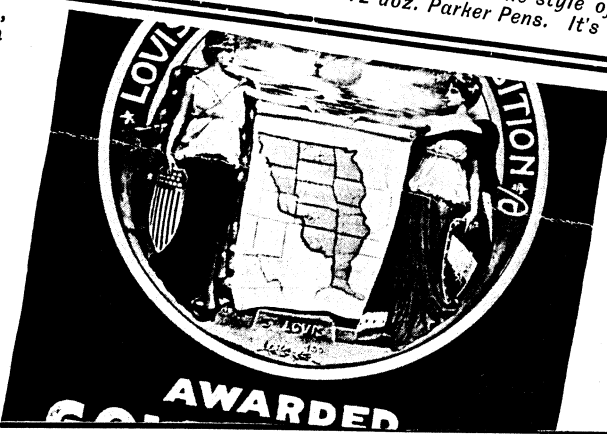
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Next Prize—



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An Atmosphere of Cordiality Here is a letter recently published, in "Salesmanship," that is a sermon in itself. This any dealer or salesman who will profit thereby. Just as sure as the sun rises and sets...

D. D. Shane, Jeweler.
GRAND LEDGE, MICH., Dec. 26, 1904.
GEO. S. PARKER PEN CO., Janesville, Wis.
Gentlemen:—I want to say the Parker led them all in this vicinity this Christmas. All that was necessary for us was to say, "It's a Parker," and it was sold. Yours truly, D. D. SHANE.

L. S. Grimm
Jeweler and Optician.
JEWELL CITY, KANSAS.
PARKER PEN CO., Janesville, Wis.
Gentlemen:—Enclosed find draft for \$20.00, to apply on account. Am well pleased with Parker Pen business. Have sold more fountain pens since I put in the case assortment than I sold in the four years before that. Yours truly, L. S. GRIMM.

A. A. Shaw, Jeweler.
ALFRED, N. Y.
PARKER PEN CO., Janesville, Wis.
Dear Sirs:—We have sold Fountain Pens for fifteen years, but have never had a success like the Parker has brought us. Our customers have all been pleased. Yours very truly, A. A. SHAW.

R. W. Burton
Bookseller and Stationer.
AUBURN, ALABAMA.
The following is a copy of an ad. on my billboard today:
LUCKY—NOT LEAKY
The Parker has a Lucky Curve,
But not a leaky joint;
'Tis made with even flow to serve,
Which is its strongest point.
* * * * *
Of all the gifts for maids or men,
Most useful is a Parker Pen.
Yours truly, R. W. BURTON.

R. P. Rasmussen
Jeweler and Graduate Optician.
B. & M. Watch Examiner.
EDGAR, NEBRASKA.
PARKER PEN CO., Janesville, Wis.
Gentlemen:—Enclosed find two pens for repairs. They are not your make, but I suppose that you will be able to repair them any way. Parker Pens are selling like hot cakes here. I have sold more Fountain Pens since handling the Parker than I did in ten months previous, and I consider them a great success. Respectfully, R. P. RASMUSSEN.

NOTHING VENTURED, NOTHING WON.

We succeed in selling Pens. they get the attention.

The Parkersville, W. Gentlemen:—much please our customers. "Lucky Curve" to put in a ment in new Respece RE

New Pen Co. Wisconsin. Gentlemen: en'the Pen wh ed through Mr. McCormough test at v of dictation hand writing everything ed to be. Th is steady and quantity. ad just of the and lengt work. With m your kind tention to munication. Very tr R. S

Our offer it as ea you to pens old tim

James Henderson
Druggist
Drugs, Medicines, Stationery and Sundries.

SUNNYSIDE, WASH., Aug. 25, 1904.
THE PARKER PEN CO., Janesville, Wis.
Dear Sirs:—Fountain Pens sent me August 17th, are at hand. I enclose you check for the amount of the bill less 2 per cent. in ten days.
My method is to bring the pen before the public, then show its superiority over the cheap pens with which the market is flooded, and absolutely guarantee every one. Good goods sell themselves when once established.
Respectfully yours,
JAMES HENDERSON.

J. Ernest Converse, Attorney-at-Law,
Real Estate and Insurance.
EAST JORDEN, MICH.

PARKER PEN CO., Janesville, Wis.
Gentlemen:—I do not need to stop and think about the pleasure in store for me if I use the 'Lucky Curve' Pen, as I have been a user of the same for past three years. During that time, I have given my pen all kinds of usage, and have used all kinds of ink, but it never has failed to give entire satisfaction. If I could not get another one, I would not sell mine at any price. My pen is a \$2.50 pen. Hoping for you the prosperity that you deserve.
I am, Very truly yours,
J. E. CONVERSE,

John A. Lindbo, Druggist.
ST. EDWARD, NEB.
PARKER PEN COMPANY, Janesville, Wis.
Dear Sirs:—Kindly send me the necessary material for making window display. I have sold more pens in the last ninety days than I used to sell during an entire year, all owing to your display case.
Yours very truly,
JOHN A. LINDBO.

HARRISBURG, PA.
PARKER PEN CO., Janesville, Wis.
Gentlemen:—The pens I ordered from you arrived in good order. They arrived at noon today and I sold three while I was unpacking them. I have sold three since and it is now 2:00 p. m.
Yours very truly,
D. A. CALEY.

SOUTH MCALESTER, I. T.
MR. GEO. S. PARKER, Janesville, Ill.
Dear Sir:—Parker Pens and case shipped me on the 17th of November were duly received, and am very much pleased with them. They were all in good order, and I believe I will be able to do a good business with them. I have handled the Waterman for the past two years, but since I have examined the "Lucky Curve," I will buy no others. I am using one every day, and it works beautifully.
Yours very truly,
FRED MCINTYRE.

HOW TO SELL FOUNTAIN PENS

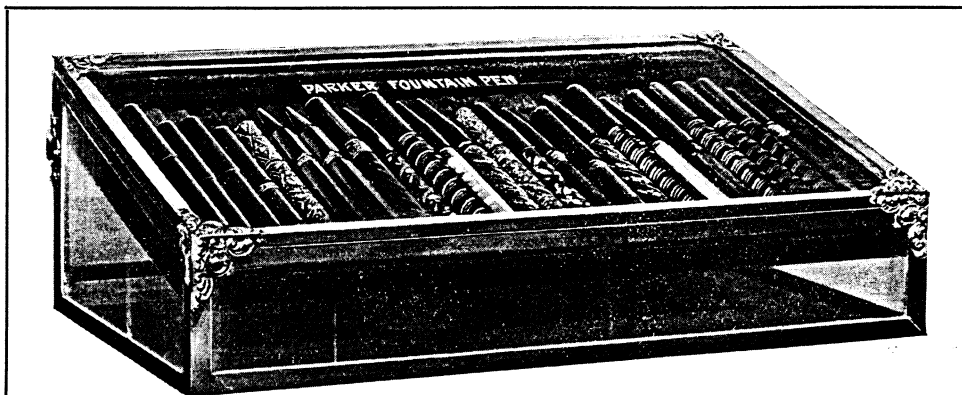
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"The most necessary feature of success in selling Fountain Pens is to have a Large Stock of Well Assorted Parker Pens to select from. A great deal has been said about salesmanship and care of pens, but I believe the most important thing in the sale of Fountain Pens is the size of assortment kept in stock.

"Next in importance is the care of the pens. They should be kept filled and Clean and not allowed to stand for weeks uncared for. A half hour now and then spent at the Fountain Pen case will make them presentable and ready for any kind of a customer.

"Third in importance is advertising. There is no article in a Stationery Stock on which the profit is any more than on Fountain Pens. A dealer can afford to advertise locally to a small degree that he has the agency for a guaranteed Fountain Pen—one that can be brought back if it don't work.

"And last, Salesmanship. If a large assortment is kept in stock, and they are kept clean, and are advertised, any intelligent clerk ought to sell them, if he can sell anything."



THIS cut represents a very neat little case that goes with a two-dozen assortment of the *Parker Lucky Curve Fountain Pens*.

The two-dozen assortment are all live sellers. Should any pens in the assortment not be adapted to your trade, they can be exchanged for any other style of *Parker Lucky Curve Fountain Pens*.

The two-dozen assortment foots up to about
Wholesale.....

\$35.00

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN

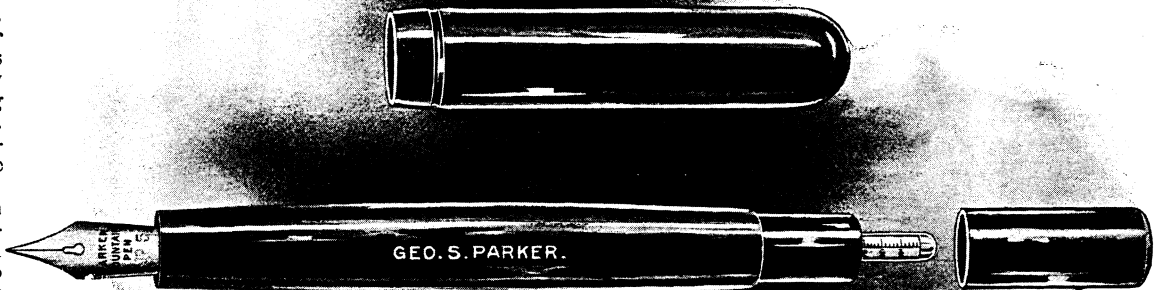


No. 024. Bull Dog Special. Price \$4.00.

This is a new thing in fountain pens. It is a vest pocket pen, that is for the lower vest pocket in which it is carried FLAT. It has the advantage of never getting lost, always at hand, and never in sight when carried. It has sold in large numbers in London, England, during the past two years, and seems destined to be a great seller in this country. The student, the business man as well as all military men who have seen it, are charmed with it. A favorite in many of the universities and recommended by college men everywhere.

**Physician's
Fountain Pen.**

We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary.



Parker Jointless Physician's Thermometer Fountain Pen, Price \$6.00. Smaller Size \$5.00.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

At neat little pen. Has the "Lucky Curve" Screw Joint. Does not have the Anti-Break Cap. Either over or under Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



No. 3. Ladies' Size. Price, \$2.00

Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class. Can be furnished with lower feed when so ordered.



No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.

Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen. This is one of the oldest patterns, yet it is a popular pen today. Comes with a great variety of patterns on barrel.



No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.

Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed.

By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.

This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.



No. 8. Hexagon. Price, \$2.50.

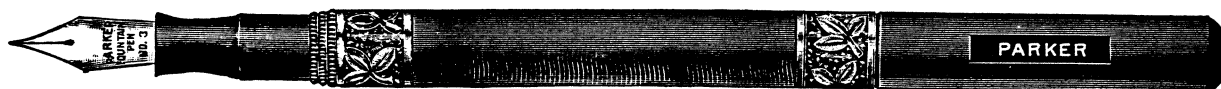
Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber



New Special. Price, \$1.50.

Slip-over Cap. Looks like a \$2.50 pen. A pen with which to meet competition. Can make your own retail price.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 9. Gold Mounted. Price, \$4.00.

This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a birthday, or holiday gift it is simply ideal.



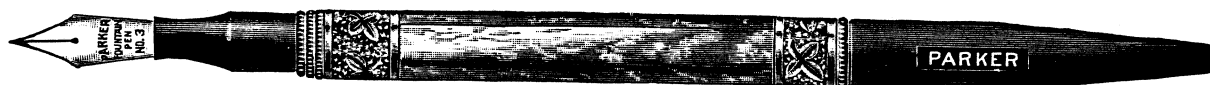
No. 10. Twist. Price, \$3.50.

This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty. By the way this is a great favorite with many business men.



No. 11. Aluminum. Price, \$3.50.

The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired. Even better than sterling silver as it does not tarnish.



No. 12. Full Pearl. A Beauty. Price, \$6.00.

Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see page 14.



No. 021. Price \$3.50.

This is really a very pretty pen. It is practically our No. 020 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen we have ever seen. If preferred can supply with Screw Joint when so ordered.



No. 14. Price \$5.00. Sterling Silver Fillgree. No. 16. Gold, \$6.00.

The Silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16, same pattern as above, Solid 18K gold plate will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain you need have no fear of regretting selecting this style.



No. 30. Price, \$10.00. (New.)

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom, the number 30 will fill the bill. For presentation purposes to some officer or member of society, lodge, or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired.

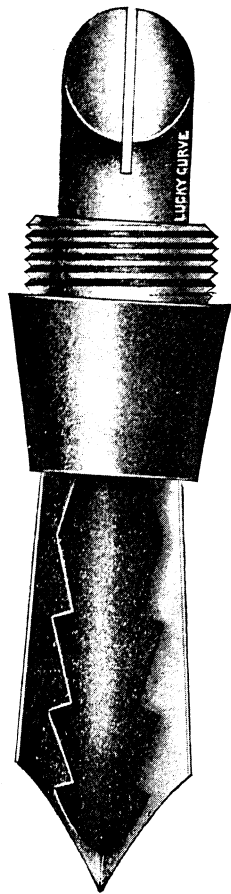


No. 40. Price, \$20.00.

(BARREL AND CAP COVERED WITH SOLID 18K GOLD.)

We do not expect this pen to come into very general use. Yet for wedding presents, a birthday present, a present to some honored member of a society, it would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in relief as the body of the barrel is cut down by engraving to give prominence to the beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of owner. With this pen will be sent a plush morocco box without additional charge.

TRAVELERS' INK Bottle packed in Screw-top Wooden Case. Patent Filler. Can be put in a grip or trunk with safety. Just the thing to keep in the house. The baby, the boys or the hired girl cannot spill the ink from it if tipped over, as the bottle is fitted in a Screw-top Wooden Case. Large size, \$1.50 per Dozen. For Cut see last page.



HAVE you any Parker Pens in stock that do not have the **Spear Head Ink Retainer** in them?

Then by all means send them to us at once. We want you to have the benefit of this improvement, and we will make no charge for so equipping your stock pens. Have you any pens that have—

- Nozzles stuck or too tight?
- Plugs stuck or too tight?
- Pens that leak or are in any way unsatisfactory?
- If so, send them right along to us at once.

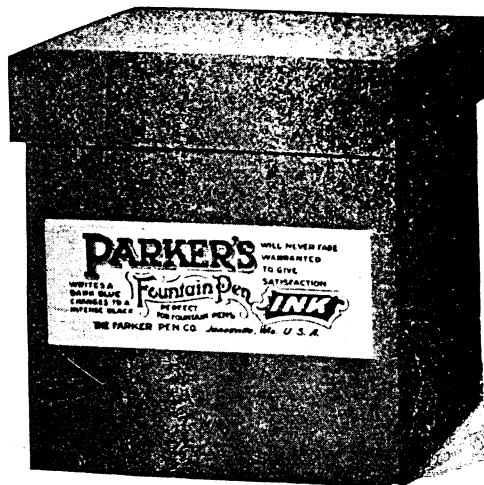
The Spear Head Improvement prevents leaking or dropping of ink when the barrel is nearly empty.

Below is shown the slickest little affair and most durable we have ever seen. It is far superior to a similar article heretofore sold that was held on the pen or pencil by a soft rubber band, (for

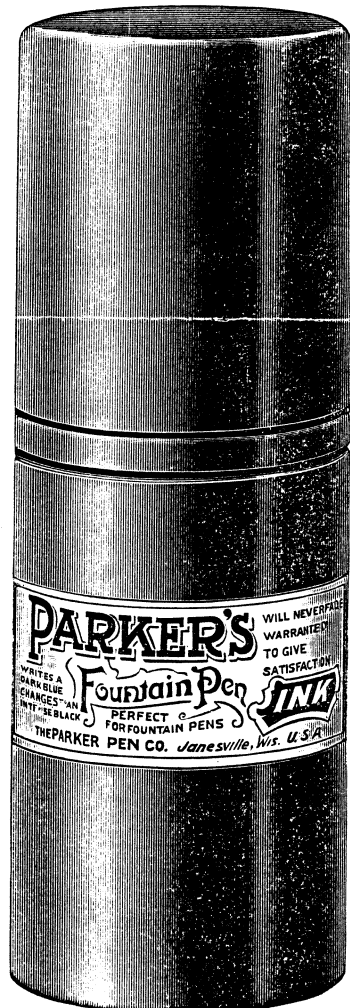


soft rubber soon gets rotten and becomes worthless). The band that holds the fastener to the pen or pencil is a fine spring on a card which can stand on the show case. Are quick sellers at 10 cents each and cost \$1.50 per quarter gross wholesale. Per gross, \$4.00.

Repairs. Having a large factory equipped with the latest and most improved machinery for rubber working, we are prepared to do repairing of all kinds of Fountain Pens, and solicit your patronage.



No. 1—Parker's Fountain Pen Ink. Price, 25c. Each bottle packed in pasteboard carton. A handsome package and a staple seller. Wholesale price, \$1.25 a doz.



No. 2—Parker's Fountain Pen Ink. Exact Size. Price, 25c.

Mercur Pens,

A Very Good Pen for Little Money.
Net Wholesale Price,

\$6.00
per dozen



Silver Dollar.

Upper or Lower Feed, as Desired.
Price, **\$1**



Supplied Under the Name of "Palmer Pen" if Desired.

10c This pen is cheap—but good. It is not sold as equal to the Lucky Curve Parker—for it is not. Good pen for the money. Has screw joint but does not have Lucky Curve Feed. Best the market affords for the price.

Parker's Travelers' Fountain Pen Ink, No. 2 Package.

Price, 25c. Screw Top, Wooden Case. Bottle fitted with Patent Fountain Filler. A Great Seller. Wholesale, \$1.50 per Dozen.

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects.

June, 1905.

JANESVILLE, WIS., U. S. A.

No. 51.

L. S. GRIMM

JEWELER AND OPTICIAN

Parker Pen Co., Janesville, Wis.

Kansas.

Gentlemen:—Enclosed find draft for \$20.00, to apply on account. Am well pleased with Parker Pen business. Have sold more fountain pens since I put in the Case Assortment than I sold in four years before.

Yours truly,

L. S. GRIMM.



A Story in a Picture of the Gun and the Ammunition used by Mr. Grimm
in Conducting a Successful Fountain Pen Business.

We Send the Gun if You Will Be the Gunner.

Psychology in Business.

No stronger argument in favor of a dealer carrying a fine assortment of Parker Pens, such as a Case Assortment affords, can be produced than the fact that the dealer has a rushing trade when his stock is full and complete. Then, strange to say, comes the psychological moment which some dealers fail to recognize—the time to reorder. Those who do not, soon begin to wonder why the pen business is not as good as formerly. It is because the stock has reached a point where, psychologically speaking, it no longer attracts. No man who buys a Fountain Pen likes to feel that he is getting a pen that comes from the tag end of a once complete stock. Just as soon as the stock reaches a point where it suggests "culls" or "tag ends," that is the time to reorder, for it is the beginning of the dropping off of trade, which will continue until the case is refilled

Psychology in Business,

whether under that name or another, is practiced by every successful merchant in the country—the failures never do.

A Battery of Thoughts.

Thoughts are things just as real as bullets. Turn your thought battery on the customer who should be using a Parker Pen. Upon the intensity of the bombardment will depend your success. Unlike warfare, however, you do your customer a favor, to call his attention to the wonderful, time saving

Parker Pen.

Convince him of the comfort, pleasure and satisfaction which await every user of a Parker Pen.

System Will Do Wonders.

Write out a list of 15 Parker Pen non-users. Make it a point to call their attention to the Parker

This simple form, this Spear Head, solved at one stroke what we had been working on for months and years. To think that this familiar form of primitive warfare should finally be used in putting the finishing touches on a Fountain Pen seemed almost too strange to

Pens. When they call at your store, insist upon getting a pen into the hands of each. Warm up to the subject. Give your customer pleasant thoughts. Couple the use of the Parker Pen with agreeable things. Get the prospective buyer to carry the pen home and use it for a few days—long enough to get the Fountain Pen habit started. Tell him to either return the pen or the price it represents. Then check this man off your list and go after the next.

This is System. Follow it and your competitor will soon be saying, "How is it Mr. Brown sells so many Fountain Pens? I believe he sells as many as all the rest of us put together."

It comes as a boon
And a blessing to men,
The Parker Lucky Curve
Fountain Pen.

Not in a Lump.

Did you ever stop to think that the man who gets some pleasure out of life from day to day, instead of waiting to get it all in one lump, at some indefinite time which so frequently never comes, is a good man to know? Such a one has a disposition that makes you glad he is your friend and you always feel better after you have met him. A character like this, coupled with the desire to do right, is worthy of imitation.

Such a disposition is not only a fortunate possession for its owner, but it is a good investment in a business way. You can instantly call to mind plenty of such people and with whom you like to trade. The friendly, pleasant word, the willingness to oblige, which they are always ready to do whether you purchase a pound of sugar or a winter's overcoat, make you feel so good that you really enjoy giving them your patronage.

System in Salesmanship.

We have a combined circular and blank that we are sending out with orders, entitled, "System in Salesmanship." It contains suggestions that embody the best plans for selling Fountain Pens that have been submitted to us by pretty successful dealers. Any firm who will follow the suggestions given thereon, and back it up with the right kind of salesmanship, will be assured of doing a splendid Fountain Pen business. To the dealer who will do this, we give the heartiest kind of co-operation. On this little circular is left a blank space for the names of prospective Fountain Pen buyers who the dealer thinks ought to buy a Parker Pen, and to whom he will try to sell. If he will send us a duplicate copy of the list of names he will write in the blank reserved for these names, and will agree to talk Parker Pens to each one

of these parties, and if possible, get a Parker Pen in the hands of each man for trial, we will open up a little individual campaign of our own from this end of the line, arousing and stimulating their interest in the Parker Pen, and directing them to the dealer who sent in their names. This has proved to be immensely popular and successful. Concentrating the batteries of The Parker Pen Co. on the same object that the dealer has turned on, thus combining efforts, brings to the dealer a degree of success that is most satisfactory. The following letter is from one of our customers to whom we have just given this kind of treatment. Note what he says:

DEPOSIT, N. Y., April 26, 1905.

Gentlemen:

Yours of recent date received and in reply will say I am pleased to note that my prospective customers have received advertising matter from you. I have already seen several of them and and have persuaded each one I have seen to take a pen on trial.

be true, yet true it is. Today the Parker Pen stands crowned with the improvements for which it has labored incessantly. This improvement has lifted it out of the front rank of its competitors and placed it in a position farther in advance than ever before.

Thanking you for the interest you have taken in helping me to secure buyers, and assuring you that I will do everything in my power to sell PARKER PENS, I am,

Very respectfully yours,
LESLIE E. CARL.

"System in Salesmanship," and the Blank, as noted above, is sent with every order. We shall be very glad to co-operate with you. May we do so?

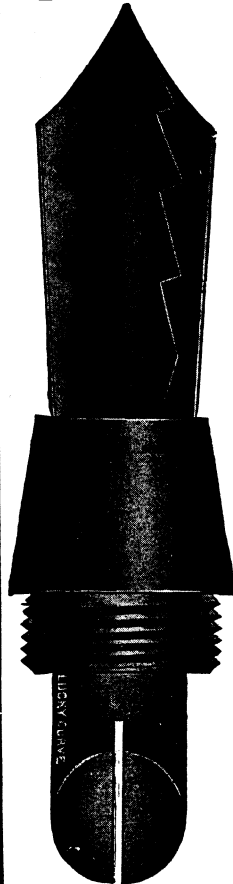
If you are a customer you will receive, with this number of "Side Talks," the enclosed sign. It is a neat little sign, lithographed, as you will see, in several colors. There are more for you if you can use them.

One of the handsomest signs we ever placed an order for is an embossed imported sign which we expect to have in about 30 days. It is a female figure clad in Grecian robe, with bare neck and arms, holding over her head a Parker Pen. It is artistic as well as beautiful. On account of the expense attached, these signs will be sent only to those who will drop us a postal for one, on receipt of which any Parker Pen dealer will receive one of these handsome signs, transportation charges prepaid.

Do you notice the new cuts this month?

The new Nos. 23½ and 24 Falcon are proving to be sellers far beyond our anticipations. Do not fail to include some in your order. Also see the big No. 28.

**New Patent
Spearhead**



**Ink
Retainer**

Prevents Leaking or Blotting, and is to a Fountain Pen what a Governor is to an Engine.

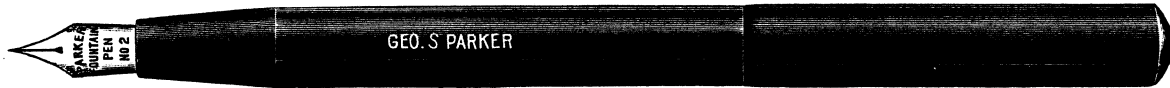
PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN

ANTI-BREAK CAP.—Warranted Against Cracking or Splitting for One Year.



No. 18. Price \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018., with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break Cap" fully warranted. If you prefer a pen with a screw joint, here it is.
No. 018—Jointless, same Size and Price as No. 18.



No. 20. Price, \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. Is also larger than the No.18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, course or stub pen as wanted.
No. 020—Jointless, same Size and Price as No. 20.



No. 23. Price, \$3.00. Screw Joint.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.
No. 023—Jointless, same Size and Price as No. 23.



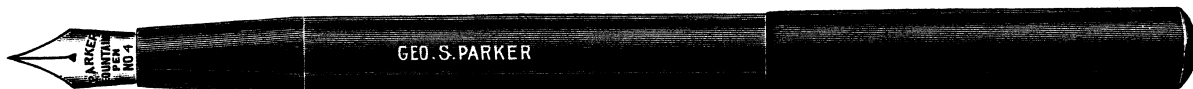
No. 23 1/2. Chased. Price, \$3.00.

This new style makes its first appearance herewith. It is practically the No. 23 but with beautifully chased barrel and cap. It is particularly suitable as a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



No. 23. Hexagon. Price, \$3.00.

This is a splendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. No complete stock should be without a few of these.
No. 023—Jointless, Hexagon, same Size and Price as No. 23.



No. 24. Price, \$4.00. Screw Joint.

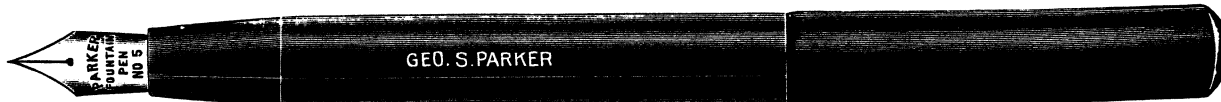
This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping, see under respective head.)

No. 024—Jointless, same Size and Price as No. 24.



No. 24—Falcon. Price, \$4.00. Screw Joint.

Fitted with a Gold Pen, which is an exact duplicate of the Steel Falcon. The instantaneous favor into which this pen has sprung would indicate that there are many waiting for and wanting just such a pen. By all means order a sample or two. We have them in very fine points, medium, coarse or even stub.

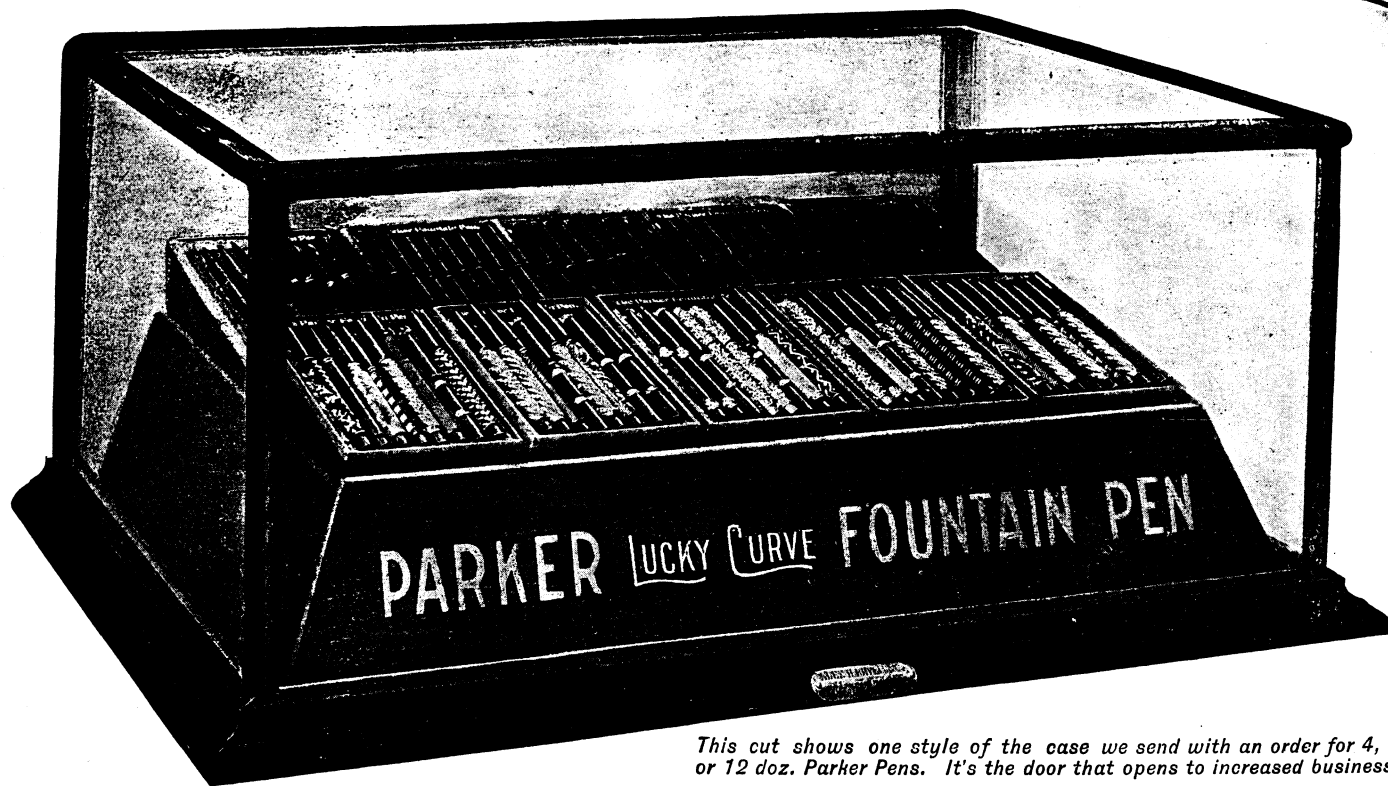


No. 25. Price, \$5.00. Screw Joint.

If you enjoy writing with a large fountain and pen, you should own a No.25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

No. 025—Jointless, same Size and Price as No. 25.

"Attributes of a Successful Salesman." A 12-page Pamphlet. It tells of Successful Methods of Fountain Pen Selling. Pictures of Window Displays, etc. Will be glad to mail you a copy.



This cut shows one style of the case we send with an order for 4, 6 or 12 doz. Parker Pens. It's the door that opens to increased business.

SPECIAL OFFER

- On a Four-Dozen Assortment—Net, \$68.85 Wholesale.** One-fourth of the bill in one month, one-fourth in two months, one-fourth in three months, and one-fourth in four months. A splendid assortment. Exchangeable.
- On a Six-Dozen Assortment—Net, \$104.76.** Pay for one-sixth in one month, one-sixth in two months, one-sixth in three months, one-sixth in four months, one-sixth in five months, and one-sixth in six months.
- On a Gross Assortment—Net, \$235.17.** Pay for one-eighth in one month, one-eighth in two months, one-eighth in three months, one-eighth in four months, one-eighth in five months, one-eighth in six months, one-eighth in seven months, and one eighth in eight months.

JUST sit down a moment and close your eyes and picture to yourself all the possible customers for the "Lucky Curve" Pen who enter your store from day to day. Resolve in your mind whether or not it would be a delightful sensation to have these possibilities drop into your till, the price of a Parker Pen on which the profit would be from 75 cents to \$5.00, according to the price of the pen. Now this is just what is happening each day, only possibly the customers don't drop their money into your till for Parker Pens, simply because you do not make the conditions right for them to do so.

There is such a thing as Psychology in Business. Not to get as much trade as you wish, is a sure indication that you are not getting what is due you.

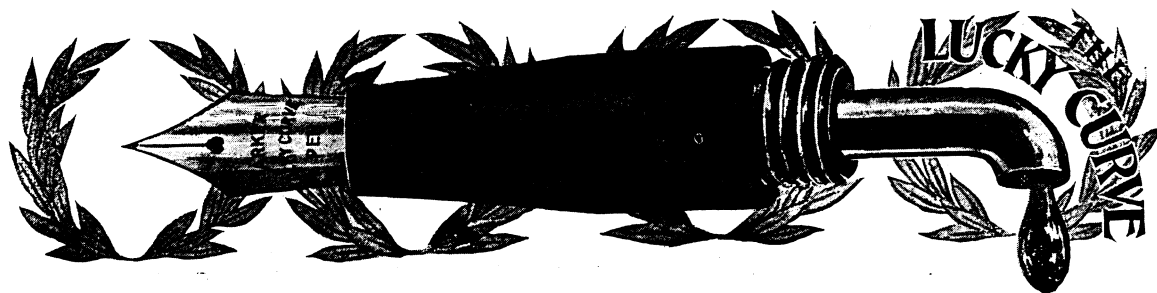
That which belongs to you must be gone after, and no one can do for you what you should do for yourself.

You can get what is your due from fountain pen selling. The first step is to start right, and make a fine, and prosperous display of the goods you want to market. It is a constant magnet that will draw continuously as long as you furnish the current. Thousands of other successful dealers are doing so.

Why not you?

That's for you to say.

REPAIRS Having a large factory equipped with the latest and most improved machinery for rubber working, we are prepared to do repairing of all kinds of Fountain Pens and solicit your patronage.



How To Sell Parker Lucky Curve Fountain Pens



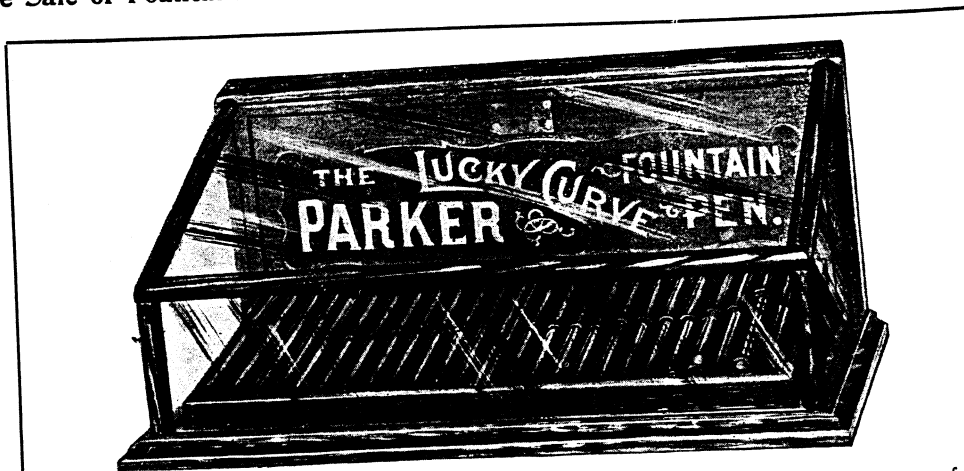
HUNDREDS, yes, thousands, of our friends are now selling Parker Pens from one of the Special Show Cases we loan. We cannot do better than reproduce a portion of a letter from Mr. John S. Waterland, proprietor of the Chico Book Store, Chico, California.

"The most necessary feature of success in selling Fountain Pens is to have a Large Stock of Well Assorted Parker Pens to Select from. A great deal has been said about salesmanship and care of pens, but I believe the Most Important Thing in the Sale of Fountain Pens is the Size of Assortment Kept in Stock.

"Next in importance is the care of the pens. They should be kept filled and **Clean** and not allowed to stand for weeks uncared for. A half hour now and then spent at the Fountain Pen Case will make them presentable and ready for any kind of a customer.

"Third in importance is advertising. There is no article in a stationery stock on which the profit is any more than on Fountain Pens. A dealer can afford to advertise locally to a small degree that he has the agency for a guaranteed Fountain Pen—one that can be brought back if it don't work.

"And last, Salesmanship. If a large assortment is kept in stock, and they are kept clean, and are advertised, any intelligent clerk ought to sell them, if he can sell anything."



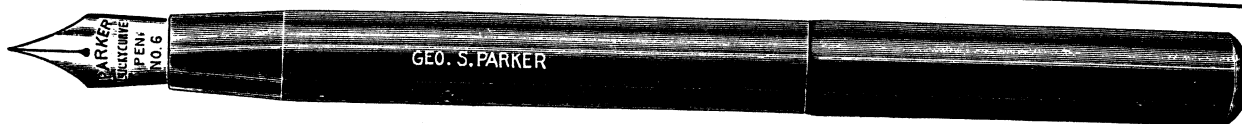
THIS cut represents a very neat little case that goes with a two-dozen assortment of the Parker Lucky Curve Fountain Pens.

The two-dozen assortment are all live sellers. Should any pens in the assortment not be adapted to your trade, they can be exchanged for any other style of Parker Lucky Curve Fountain Pens.

The two-dozen assortment foots up to about
Wholesale

\$35.00

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 26. ~~No. 25~~. Price, ~~\$5.00~~ \$6.00

We make but one pen larger. No. 28. It tells the story of what real luxury may be had from the use of a large sized fountain. The smooth, beautiful action of this pen comes only from the larger sizes.



No. 28. Price, \$7.00

This is a new number and makes its first appearance at this time. It is put out in response to a demand for "the largest pen you make." The barrel is not very much larger than No. 25, but the pen is No. 8. You probably have among your customers some Lawyer, or Doctor, who is just waiting for such a pen.



No. 024. Bull Dog Special. Price \$4.00.

This is a new thing in fountain pens. It is a vest pocket pen, that is for the lower vest pocket in which it is carried FLAT. It has the advantage of never getting lost, always at hand, and never in sight when carried. It has sold in large numbers in London, England, during the past two years, and seems destined to be a great seller in this country. The student, the business man as well as all military men who have seen it, are charmed with it. A favorite in many of the universities and recommended by college men everywhere.



No. 1. Plain Barrel Parker Lucky Curve. Price \$1.50.

At neat little pen. Has the "Lucky Curve" Screw Joint. Does not have the Anti-Break Cap. Either over or under Feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



No. 3. Ladies' Size. Price, \$2.00

Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class. Can be furnished with lower feed when so ordered.



No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.

Considerably larger than the Ladies' size of the same No. Has the "Lucky Curve" and is an over-feed pen. This is one of the oldest patterns, yet it popular pen today. Comes with a great variety of patterns on barrel.



No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.

Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed. By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.



No. 6. Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.

This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.



No. 8. Hexagon. Price, \$2.50.

Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber



New Special. Price, \$1.50.

Slip-over Cap. Looks like a \$2.50 pen. A pen with which to meet competition. Can make your own retail price.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 9. Gold Mounted. Price, \$4.00.

This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a birthday, or holiday gift it is simply ideal.



No. 10. Twist. Price, \$3.50.

This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty. By the way this is a great favorite with many business men.



No. 11. Aluminum. Price, \$3.50.

The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired. Even better than sterling silver as it does not tarnish.



No. 12. Full Pearl. A Beauty. Price, \$6.00.

Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes. Where the plush boxes are wanted, see page 14.



No. 21. Price \$3.50.

This is really a very pretty pen. It is practically our No. 20 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen we have ever seen.



No. 14. Price \$5.00. Sterling Silver Fillgree. No. 16. Gold, \$6.00.

The Silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16, same pattern as above, Solid 18K gold plate will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain you need have no fear of regretting selecting this style.



No. 30. Price, \$10.00. (New.)

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a life-time, and be handed down as an heirloom, the number 30 will fill the bill. For presentation purposes to some officer or member of society, lodge, or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired.



No. 40. Price, \$20.00.

(BARREL AND CAP COVERED WITH SOLID 18K GOLD.)

We do not expect this pen to come into very general use. Yet for wedding presents, a birthday present, a present to some honored member of a society, it would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in relief as the body of the barrel is cut down by engraving to give prominence to the beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of owner. With this pen will be sent a plush morocco box without additional charge.

TRAVELERS' INK Bottle packed in Screw-top Wooden Case. Patent Filler. Can be put in a grip or trunk with safety. Just the thing to keep in the house. The baby, the boys or the hired girl cannot spill the ink from it if tipped over, as the bottle is fitted in a Screw-top Wooden Case. Large size, \$1.50 per Dozen. For Cut see last page.



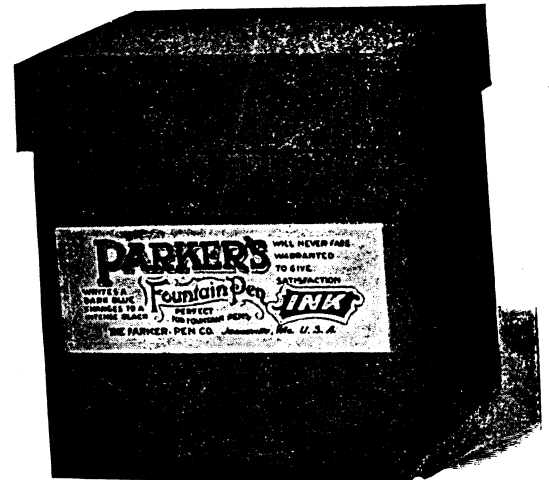
Parker's Black Ink. Net Wholesale Price: 2-oz. Cones. per gross, \$2.75; 4-oz., per gross, \$4.00.



Parker's Mucilage. Net Wholesale Price: 2-oz. bottles, per gross, \$4.20; 4-oz. bottles, per gross, \$7.20; pint bottles, per dozen, \$3.00; qt. bottles, per dozen, \$5.00.



Parker's Red Ink. Net Wholesale Price: 2-oz. bottles, full measure, per gross, \$4.20; 4-oz. bottles, full measure, per gross, \$7.20; 1/2-pint bottles, full measure, per dozen, \$3.60.



No. 1—Parker's Fountain Pen Ink. Price, 25c. Each bottle packed in pasteboard carton. A handsome package and a staple seller. Wholesale price, \$1.25 a doz.



Parker's Writing Fluid in Quart Bottles.

Price, 75c per bottle retail. \$4.00 per dozen wholesale.
 5c Size, Square Bottle..... \$4.20 per gross
 10c Size, Square Bottle..... 7.20 per gross

Banker's Safety Ink. There is not a banker, lawyer or insurance man in your city of any note that would not gladly make an investment in this wonderful ink if they knew about it. The only kind of ink with which wills or any kind of important papers should be written. The only safety ink sold. *Acids will not affect it.* Quarts only. Speak to your lawyer or banker about it. Price, \$1.00 per quart; wholesale, \$8.00 per dozen.

Parker's Combined Writing and Copying Fluid.

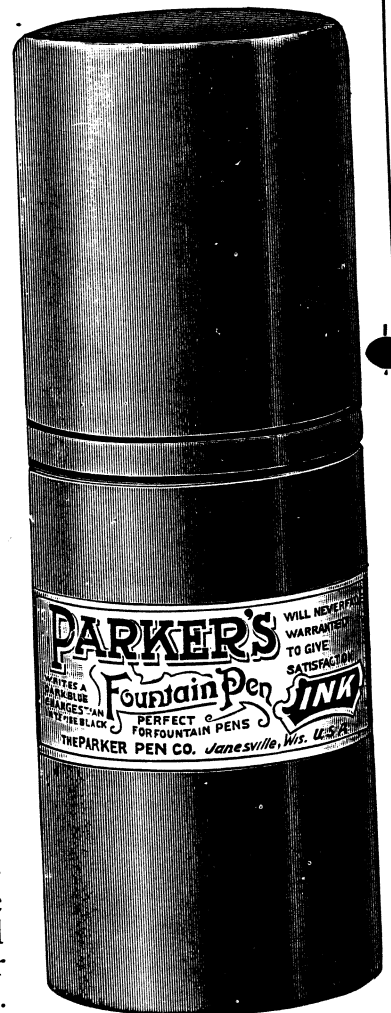
Quarts, Full Measure, each..... \$0.75
 Wholesale Price, per dozen..... 4.50



Parker's Liquid Glue. Net wholesale price: 1-oz. jar, round, large mouth, per doz., 60c; Parker's Liquid Glue will stick glass, pottery, in fact almost everything.

Mercur Pens

In view of the fact that some dealers have a demand for a Fountain Pen to sell to school children and others, and on which they desire to make a leader, we have concluded to put out a Fountain Pen under the name of "Mercur" that we will sell to the trade in lots of one dozen, or more, at \$6.00 per dozen. Just the thing with which to make a run. A gross would cost you \$70.00. It is an excellent pen for the money and will give very good satisfaction. We are in a position to fill orders large or small. A very good Pen for little money. Net wholesale price per dozen..... **\$6.00**



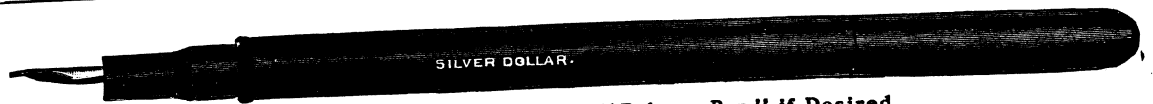
No. 2—Parker's Fountain Pen Ink. Exact Size. Price, 25c.

HEREWITH is shown the slickest little affair and most durable we have ever seen. It is far superior to a similar article heretofore sold that was held on the pen or pencil by a soft rubber band, (for soft rubber soon gets rotten and becomes worthless.) The band that holds the fastener to the pen or pencil is a fine spring piano wire coiled over a central stand to give it strength. They are nicely put up, three dozen on a card which can stand on the show case. Are quick sellers at either 5 or 10 cents each, and cost \$1.00 per quarter gross wholesale. Per gross, \$3.75.



Silver Dollar.

Upper or Lower Feed, as Desired. Price, **\$ 1**



Supplied Under the Name of "Palmer Pen" if Desired.

This pen is cheap—but good. It is not sold as equal to the Lucky Curve Parker—for it is not. Good pen for the money. H screw joint but does not have Lucky Curve Feed. Best the market affords for the price.

Parker's Travelers' Fountain Pen Ink, No. 2 Package.

Price, 25c. Screw Top, Wooden Case. Bottle Fitted with Fountain Filler. A Great Seller. Wholesale, \$1.50 per

SIDE TALKS

About the Geo. S. Parker Fountain Pen and Other Subjects

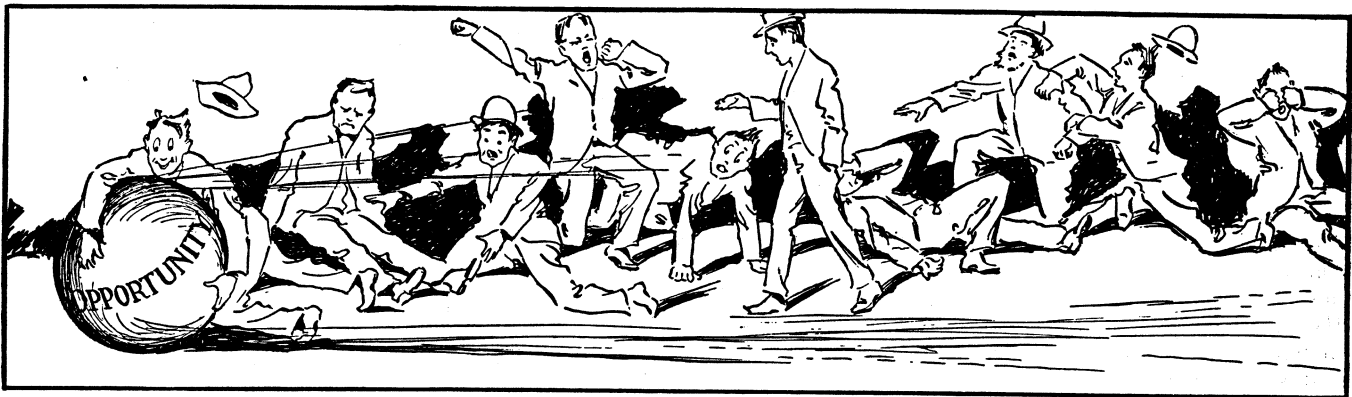
September, 1905

JANESVILLE, WIS., U. S. A.

No. 52

Introducing the Parker Self-Filler Pen

Those who are interested in a Self-filling Pen and want to see the pen that is pronounced by experts and laymen to be by far the finest thing of the kind yet produced are respectfully referred to the enclosed supplement.



The Time to do Business is when the Opportunity is Presented

ONE PERSON IN TEN stands ready and gets the prize. The other nine have previous engagements.

The reason why some men fail and others only partially succeed is because the opportunities are permitted to pass. Remember opportunities are always on the move. When one comes your way, GRAB IT. If you do not, it moves along to the next fellow, and he has a chance. Now the funny thing about it is, only about one man in a line of ten really is alive, alert and ready to grasp the opportunity when it is opposite him.

The time pregnant with opportunities for pen selling is now.

Hundreds of thousands of students start to school and college at this season of the year. Each one is a possible pen customer.

Do you expect to grasp your opportunity unless you can take care of it after you get hold of it? A depleted stock of Parker Pens should be made into a repleted one.

Case well filled, prominently displayed. Salesmanship behind the counter, on par with the goods. Satisfactory results are absolutely certain.

Absolutely, never in the history of the Fountain Pen business have such opportunities been presented for large and satisfactory sales as NOW.

It is the psychological moment for the One in Ten. Are you that One? If so, your letter with order will soon be on the way.

Yours Sincerely, **GEO. S. PARKER.**

Don't hurry with your customers. Make every customer feel that to wait upon him, to oblige him in return for his patronage, is an event you appreciate. Not necessarily to visit with him or waste time, but to make him feel that your time is his, gladly and willingly, so long as you can serve him.

Proprietor, did you ever stop and think what your presence means to the business? IT MEANS MORE BUSINESS. Not but what you have salesmen and assistants who may be just as competent as yourself. Yet, if the business bears your name, or you are a partner, you should be in evidence. Your customers like to know your eyes are on them, that you are personally aware that they have paid you a compliment of giving you their trade that they could have placed elsewhere. Do you see the point?

During a heavy shower a business man, carrying a very wet umbrella, entered a hotel to pay a call to some one upstairs. After placing his umbrella to drain, he wrote upon a piece of paper and pinned to the umbrella: "N.B.—This umbrella belongs to a man who strikes a two-hundred-and-fifty pound blow. Back in five minutes."

He went upstairs, and after an absence of fifteen minutes returned, to find his umbrella gone, and in its place a note: "P. S.—Umbrella taken by a man who walks ten miles an hour. Won't be back at all."

You don't believe in such a thing a "mental atmosphere," or that thoughts, good or bad, influence those with whom you come in contact?

Did you ever see an old, crippled, dejected horse that looked as though the present trip was its last? Now, did you ever know it to fail that the driver of that horse matches it perfectly, —dejected, slouchy, humped down, one foot out of the buggy? The whole outfit has partaken of the man's mental make up. The very sight is repulsive. Just the same thing happens in a commercial way. Think SUCCESS in capital letters, be a success and the force of your thoughts impresses your customers until they open the covers of the fountains of success that are all around.

Some weeks ago a bridal couple came in from Sacramento and put up at the Palace. The bridegroom was very sensitive, and so he told his valet not to tell any of the servants at the hotel that he was newly married. Notwithstanding all precautions, the young couple seemed to be the centre of attraction. In the dining room they were ogled by the ladies and in the corridors by the men. Finally they could stand it no longer. Calling his valet, the bridegroom said, severely: "Tim, I thought I told you not to tell anybody that we were newly married." "Shure, sorr," was the reply, "an' I told them all you wuzzent married."

What do you think! There are men who really blame the world at large because the public treat them as though they get all they deserve. "If a man wants friends, he himself must be friendly," is an old Scriptural saying.

If a Man wants a pen business, he himself must work for it. Placing the blame for slow trade with the public, the manufacturer, or any other place than the right one, viz:—with one's own self, will not help the case. Get right on the proposition yourself. Then your proposition is unassailable. You can then be a veritable Gibraltar.

Do you know that the first step a good salesman learns is to know his goods, to believe in them, to become familiar with each and every good point and satisfy himself that they are the best of their respective class? Then it is only a question of getting the vision of your customers properly adjusted so that these beauties and good points will be revealed to them as it has been to you. Unless you do this, your success as a salesman will be about as great as a blind man's would be in trying to look at a picture.

When you are Selling Pens, get a Parker Pen in the hands of your prospective customer. Show him, by actual demonstration, that there is a pleasure, satisfaction and comfort in store for him. Convince him of these facts and the rest is easy.

PARKER PENS
 LIKE OPPORTUNITIES
 are GRASPED by
 Successful Students
 Who Recognize
 their
 Value

The LUCKY CURVE PEN

Anti-Break Cap.
 "Lucky Curve"
 (Unscrew the barrel
 and look)
 Spear Head Ink Controller
 (Look underside of
 Gold Pen)

Exclusive
Parker Features
 If you want the best, insist upon the Parker
 Pen. Sold by 10,000 dealers. May we send
 you our catalog and name of Parker dealer?

PARKER PEN CO.
 JANESVILLE, WIS.

We also make the best and most practical Self-Filling Fountain Pen on the market

This advertisement you will find in the September numbers of the magazines like Munsey, McClures, Everybodys, Success, Etc., as well as weeklies like Youths Companion, Saturday Evening Post, Colliers, Etc.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN

ANTI-BREAK CAP.—Warranted Against Cracking or Splitting for One Year.



No. 18. Price, \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018, with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted

No. 018—Jointless, same Size and Price as No. 18.



No. 20. Price, \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse or stub pen as wanted.

No. 020—Jointless, same Size and Price as No. 20.



No. 23. Price, \$3.00. Screw Joint.

This number can be supplied when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

No. 023—Jointless, same Size and Price as No. 23.



No. 23 1/2. Chased. Price, \$3.00.

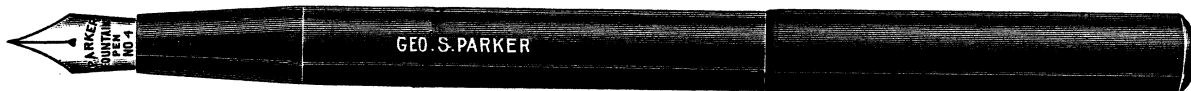
This new style makes its first appearance herewith. It is practically the No. 23, but with beautifully chased barrel and cap. It is particularly suitable as a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



No. 23. Hexagon. Price, \$3.00.

This is a splendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. No complete stock should be without a few of these.

No. 023—Jointless, Hexagon, same Size and Price as No. 23.



No. 24. Price, \$4.00. Screw Joint.

This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping, see under respective head.)

No. 024—Jointless, same Size and Price as No. 24.



No. 24—Falcon. Price, \$4.00. Screw Joint.

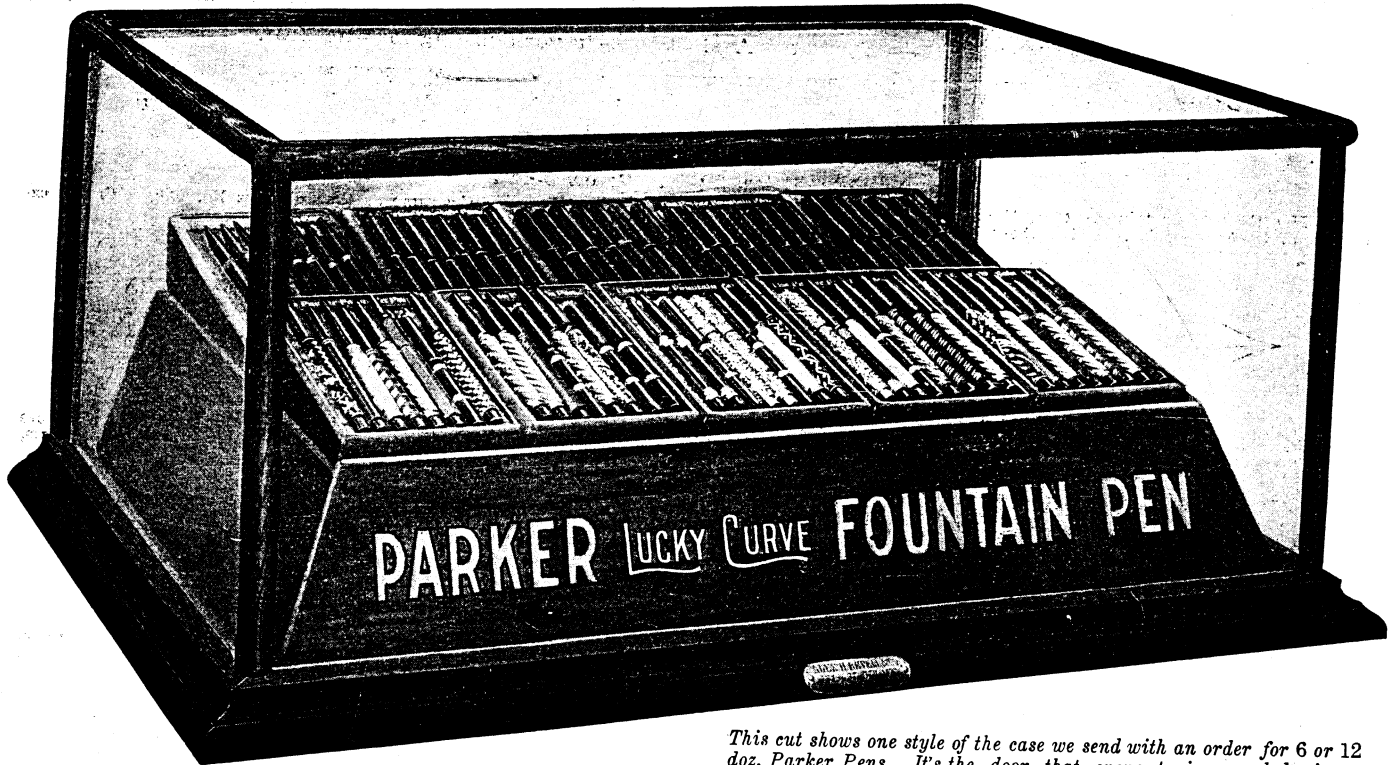
Fitted with a Gold Pen, which is an exact duplicate of the Steel Falcon. The instantaneous favor into which this pen has sprung would indicate that there are many waiting for and wanting just such a pen. By all means order a sample or two. We have them in very fine points, medium, coarse or even stub.



No. 25. Price, \$5.00. Screw Joint.

If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

No. 025—Jointless, same Size and Price as No. 25.



This cut shows one style of the case we send with an order for 6 or 12 doz. Parker Pens. It's the door that opens to increased business.

SPECIAL OFFER

- On a Four-Dozen Assortment—Net, \$73.98 Wholesale.** One-fourth of the bill in one month, one-fourth in two months, one-fourth in three months, and one-fourth in four months. A splendid assortment. Exchangeable.
- On a Six-Dozen Assortment—Net, \$112.05.** Pay for one-sixth in one month, one-sixth in two months, one-sixth in three months, one-sixth in four months, one-sixth in five months, and one-sixth in six months.
- On a Gross Assortment—Net, \$225.45.** Pay for one eighth in one month, one-eighth in two months, one-eighth in three months, one-eighth in four months, one-eighth in five months, one-eighth in six months, one-eighth in seven months, and one-eighth in eight months.

JUST sit down a moment and close your eyes and picture to yourself all the possible customers for the "Lucky Curve" Pen who enter your store from day to day. Resolve in your mind whether or not it would be a delightful sensation to have these possibilities drop into your till, the price of a Parker Pen on which the profit would be from 75 cents to \$5.00, according to the price of the pen. Now this is just what is happening each day, only possibly the customers don't drop their money into your till for Parker Pens, simply because you do not make the conditions right for them to do so.

There is such a thing as Psychology in Business. Not to get as much trade as you wish, is a sure indication that you are not getting what is due you.

That which belongs to you must be gone after, and no one can do for you what you should do for yourself.

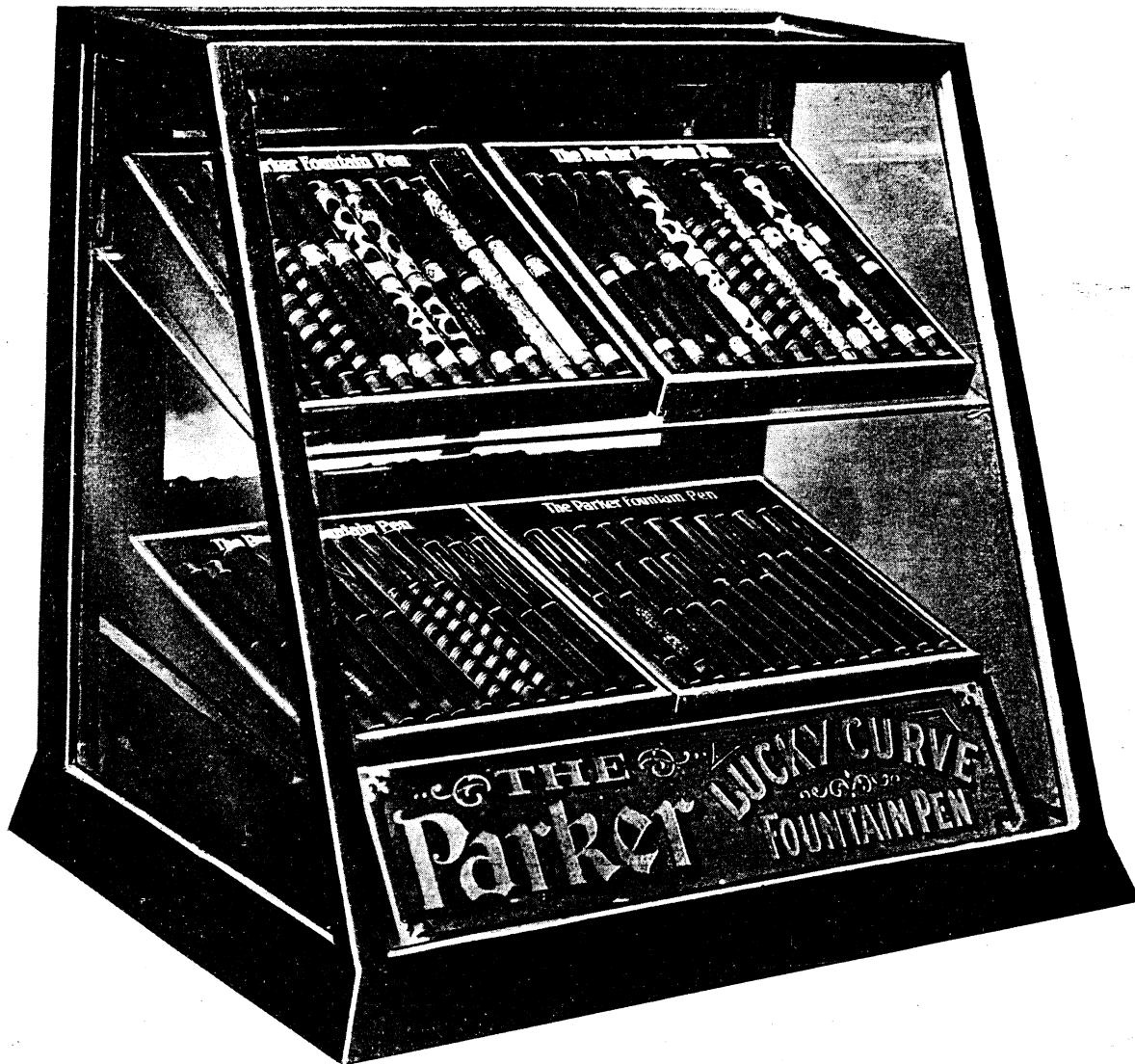
You can get what is your due from fountain pen selling. The first step is to start right, and make a fine and prosperous display of the goods you want to market. It is a constant magnet that will draw continuously as long as you furnish the current. Thousands of other successful dealers are doing so.

Why not you?

That's for you to say.

REPAIRS

Having a large factory equipped with the latest and most improved machinery for rubber-working, we are prepared to do repairing of all kinds of Fountain Pens and solicit your patronage.



This handsome case with an order for four dozen Parker Pens. Decide to-day the question of taking hold of these goods in the best way and send your order for this assortment.

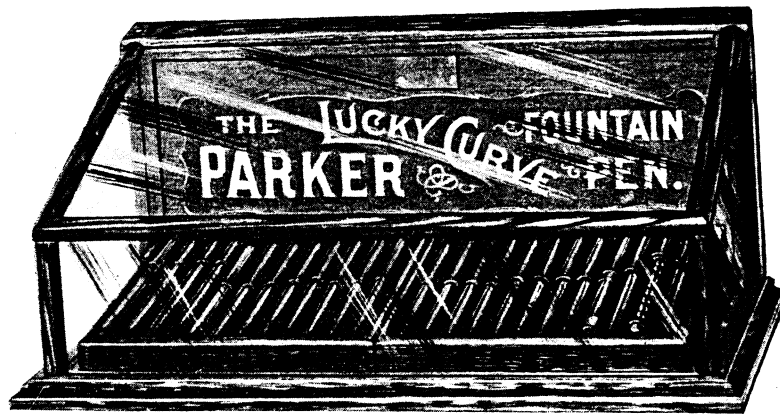
THE PSYCHOLOGICAL MOMENT

No stronger argument in favor of a dealer carrying a fine assortment of Parker Pens, such as a Case Assortment affords, can be produced than the fact that the dealer has a rushing trade when his stock is full and complete. Then, strange to say, comes the psychological moment which some dealers fail to recognize—the time to reorder. Those who do not, soon begin to wonder why the pen business is not as good as formerly.

It is because the stock has reached a point where, psychologically speaking, it no longer attracts.

No man who buys a Fountain Pen likes to feel that he is getting a pen that comes from the tag end of a once complete stock. Just as soon as the stock reaches a point where it suggests "culls" or "tag ends," that is the time to reorder, for it is the beginning of the dropping off of trade, which will continue until the case is re-filled.

Let us co-operate with you in a little private campaign for Parker Pens right in your town for YOU. Do your part and send us the name of every man into whose hands you will agree to place a Parker Pen for trial, and we will do ours by writing him, sending him pen literature and suggesting he go to your store to look them over.

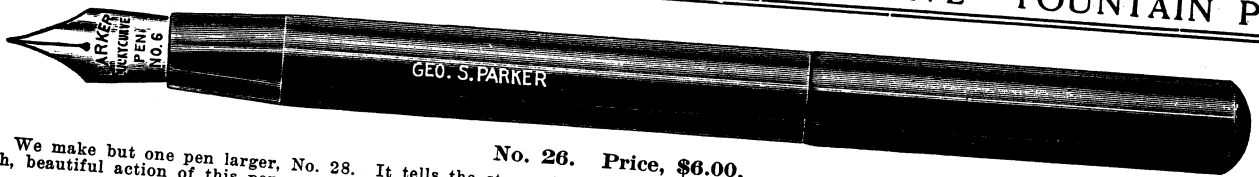


THIS cut represents a very neat little case that goes with a two-dozen assortment of the Parker Lucky Curve Fountain Pens.

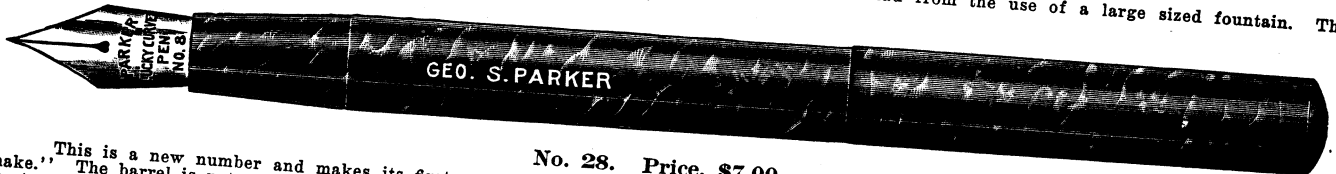
The two-dozen assortment are all live sellers. Should any pens in the assortment not be adapted to your trade, they can be exchanged for any other style of Parker Lucky Curve Fountain Pens.

The two-dozen assortment foots up to about, Wholesale..... **\$35.00**

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



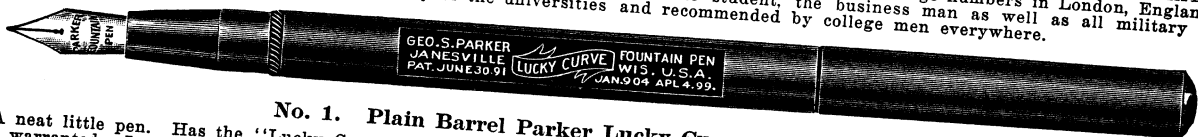
No. 26. Price, \$6.00.
We make but one pen larger, No. 28. It tells the story of what real luxury may be had from the use of a large sized fountain. The smooth, beautiful action of this pen comes only from the larger sizes.



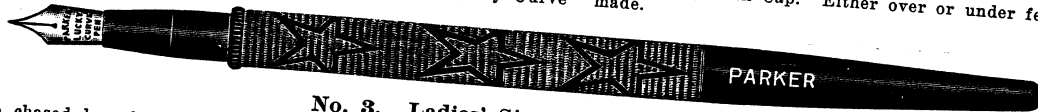
No. 28. Price, \$7.00.
This is a new number and makes its first appearance at this time. It is put out in response to a demand for "the largest pen you make." The barrel is not very much larger than No. 25, but the pen is No. 8. You probably have among your customers some Lawyer or Doctor who is just waiting for such a pen.



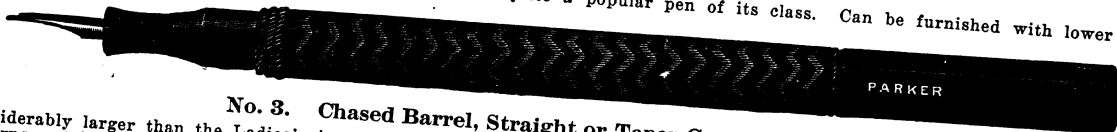
No. 024. Bull Dog Special. Price, \$4.00.
This is a new thing in fountain pens. It is a vest pocket pen, that is for the lower vest pocket in which it is carried FLAT. It has the advantage of never getting lost, always at hand, and never in sight when carried. It has sold in large numbers in London, England, during the past two years, and seems destined to be a great seller in this country. The student, the business man as well as all military men who have seen it are charmed with it. A favorite in many of the universities and recommended by college men everywhere.



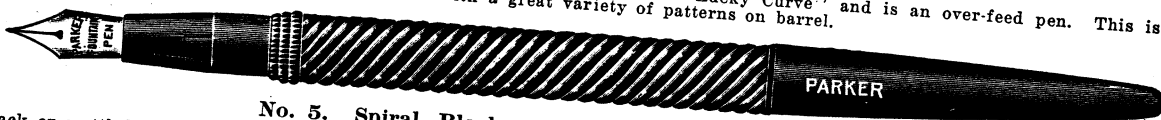
No. 1. Plain Barrel Parker Lucky Curve. Price, \$1.50.
A neat little pen. Has the "Lucky Curve" Screw Joint. Does not have the Anti-Break Cap. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



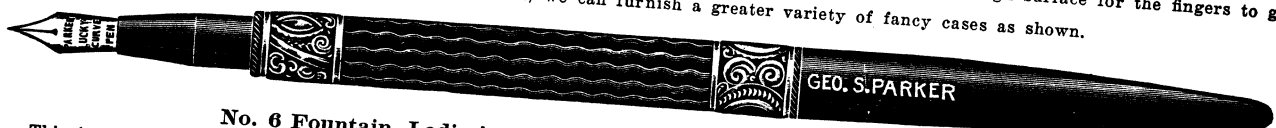
No. 3. Ladies' Size. Price, \$2.00.
Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class. Can be furnished with lower feed when so ordered.



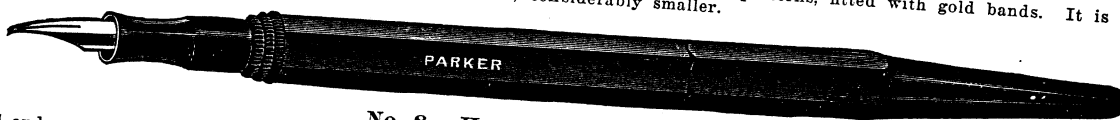
No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.
Considerably larger than the Ladies' size of the same number. Has the "Lucky Curve" and is an over-feed pen. This is one of the oldest patterns, yet it is a popular pen to-day. Comes with a great variety of patterns on barrel.



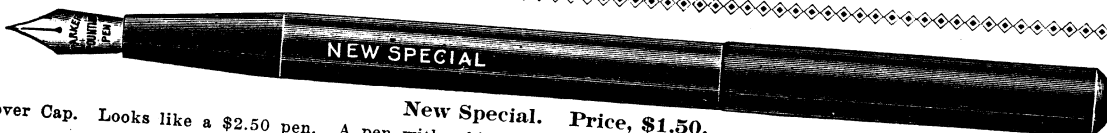
No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.
Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed. By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.



No. 6 Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.
This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size same as shown in engraving, the other, ladies' size, considerably smaller.

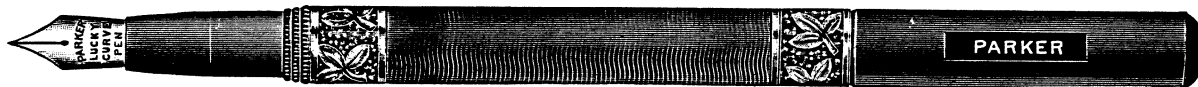


No. 8. Hexagon. Price, \$2.50.
Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber.



New Special. Price, \$1.50.
Slip-over Cap. Looks like a \$2.50 pen. A pen with which to meet competition. Can make your own pen.

PRICE LIST OF THE GEO. S. PARKER "LUCKY CURVE" FOUNTAIN PEN



No. 9. Gold Mounted. Price, \$4.00.

This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a birthday or holiday gift it is simply ideal.



No. 10. Twist. Price, \$3.50.

This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty. By the way this is a great favorite with many business men.



No. 11. Aluminum. Price, \$3.50.

The cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired. Even better than sterling silver, as it does not tarnish.



No. 12. Full Pearl. A Beauty. Price, \$6.00.

Inlaid pearl with gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes.



No. 21. Price, \$3.50.

This is really a very pretty pen. It is practically our No. 20 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had some difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen we have ever seen.



No. 14. Price, \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.

The silver is inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16. same pattern as above. Solid 18K gold plate will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain you need have no fear of regretting selecting this style.



No. 30. Price, \$10.00. (New.)

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a lifetime, and be handed down as an heirloom, the number 30 will fill the bill. For presentation purposes to some officer or member of society, lodge, or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired.



No. 40. Price, \$20.00.

(BARREL AND CAP COVERED WITH SOLID 18K GOLD.)

We do not expect this pen to come into very general use. Yet for wedding presents, a birthday present, a present to some honored member of a society, it would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in relief, as the body of the barrel is cut down by engraving to give prominence to the beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of owner. With this pen will be sent a plush morocco box without additional charge.

TRAVELER'S INK

Bottle packed in Screw-top Wooden Case. Patent Filler. Can be put in a grip or trunk with safety. Just the thing to keep in the house. The baby, the boys or the hired girl cannot spill the ink from it if tipped over, as the bottle is fitted in a Screw-top Wooden Case. Large size, \$1.50 per Dozen. For Cut see last page.



Parker's Black Ink.
Net Wholesale Price:
2-oz. Cones, per gross,
\$2.75; 4-oz., per gross,
\$4.00.



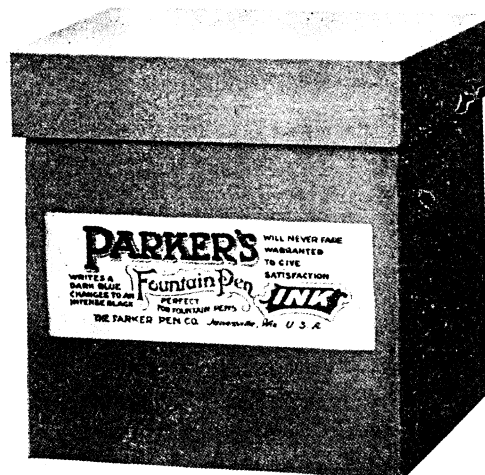
Parker's Mucilage. Net
Wholesale Price: 2 oz. bot-
tles, per gross, \$4.20; 4-oz.
bottles, per gross, \$7.20;
pint bottles, per dozen,
\$3.00; qt. bottles, per dozen,
\$5.00.

Place Your Order
FOR
Parker Inks

and thereby secure a sub-
stantial saving.

Highest quality goods
at the lowest prices.

Parker's Red Ink. Net
Wholesale Price: 2 oz.
bottles, full measure, per
gross, \$4.20; 4-oz. bottles
full measure, per gross,
\$7.20; ½ pint bottles, full
measure, per doz. \$3.60.



No. 1—Parker's Fountain Pen Ink. Price, 25c.
Each bottle packed in pasteboard carton. A hand-
some package and staple seller. Wholesale price,
\$1.25 a doz.



Parker's Writing Fluid in Quart Bottles.

Price, 75c per bottle retail, \$4.00 per dozen wholesale.
5c Size, Square Bottle.....\$4.20 per gross.
10c Size, Square Bottle..... 7.20 per gross.

Banker's Safety Ink. There is not a banker,
lawyer or insurance man in your city of any note that would not gladly
make an investment in this wonderful ink if they knew about it. The
only kind of ink with which wills or any kind of important papers should
be written. The only safety ink sold. Acids will not affect it. Quarts
only. Speak to your lawyer or banker about it. Price, \$1.00 per quart:
wholesale, \$6.00 per dozen.

Parker's Combined Writing and Copying Fluid.

Quarts, Full Measure, each\$0.75
Wholesale Price, per dozen..... 4.50

Parker's Liquid Glue. Net wholesale price; 1-oz. jar, round, large
mouth, per doz., 60c; Parker's Liquid Glue will stick glass, pottery, in
fact almost everything.

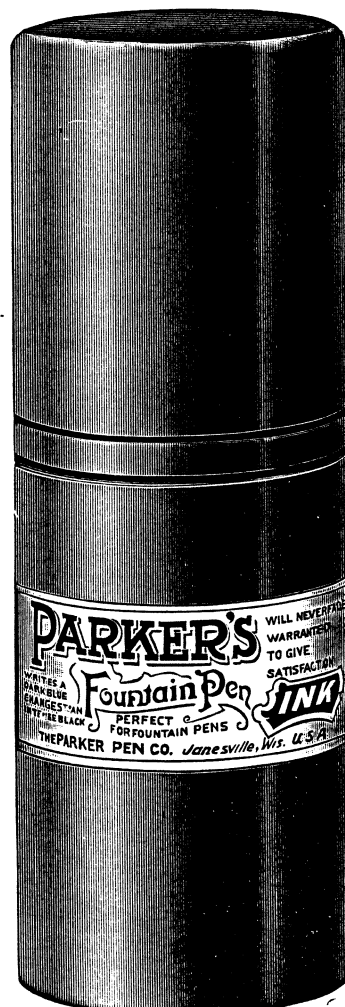
School Inks. In many Cities the Board of Education supply Ink to
schools. Get the contract. School Ink of splendid quality 40c per gallon
in lots of 10 gallons or more. 10c per gallon extra for Keg.



Mercur Pens

In view of the fact that some dealers
have a demand for a Fountain Pen to sell
to school children and others, and on
which they desire to make a leader, we have concluded to put out a Foun-
tain Pen under the name of "Mercur" that we will sell to the trade in
lots of one dozen, or more, at \$6.00 per dozen. Just the thing with
which to make a run. A gross would cost you \$70.00. It is an ex-
cellent pen for the money and will give very good satisfaction. We are
in a position to fill orders large or small. A very
good Pen for little money. Net wholesale price
per dozen.....\$6.00

HEREWITH is shown the slickest little affair and most durable we
have ever seen. It is far superior to a similar article hereto-
fore sold that was held on the pen or pencil by a soft rubber band,
(for soft rubber soon gets rotten and becomes worthless.)
The band that holds the fastener to the pen or pencil is a fine
spring piano wire coiled over a central stand to give it
strength. They are nicely put up, three dozen on a card
which can stand on the show case. Are quick sellers at
either 5 or 10 cents each, and cost \$1.00 per quarter gross
wholesale. Per gross, \$3.75.



No. 2—Parker's Fountain Pen Ink.
Exact Size. Price, 25c.

Silver Dollar

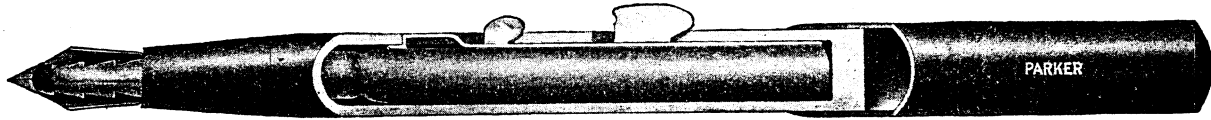
Upper or
Lower
Feed, as
Desired.
Price.....\$1



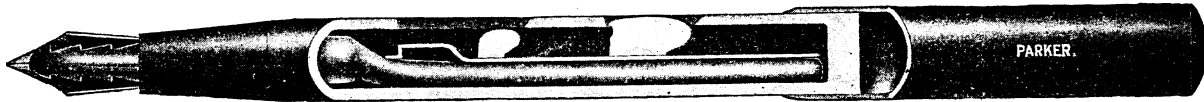
Supplied Under the Name of "Palmer Pen" if Desired.

This pen is cheap—but good. It is not sold as equal to the Lucky Curve Parker—for it is not. Good
pen for the money. Has screw joint but does not have Lucky Curve Feed. Best the market affords for
the price.

Price List of the Parker Self-Filling Fountain Pen



This cut shows the self-filling pen with the side of the barrel cut away, and disclosing just how the mechanism is locked when the pen is in position to write. The ink reservoir in the fountain is a soft rubber sack. In order to fill the fountain it is but necessary to take the thumb nail and push down on that portion of the pressure bar that engages with the barrel which is shown by the little triangular part that runs at right angles to the pressure bar. Then the sack can be depressed, as shown in the cut below. As soon as the pressure is removed from the rub-



ber sack it immediately assumes its position. Then by giving the larger projection a little pull backward it immediately becomes locked, as shown above.



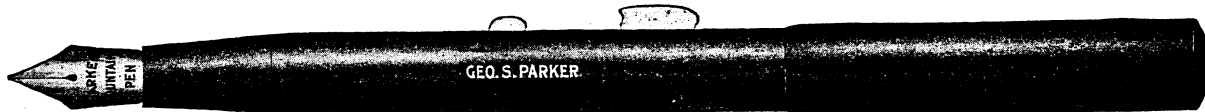
No. 20. Self Filler. Price, \$2.50.

This is the lowest priced Self-Filling Fountain Pen we manufacture. It is in all essentials the same as our regular No. 20, but with the self-filling attachment. Understand, of course, that this pen, in common with all other self-filling fountain pens, will not hold nearly the quantity of ink that one of our regular standard pens will do. If you are looking for a self-filling fountain pen, this pen will more than please you in every particular. Our usual iron-clad warrant accompanies this pen, as with our other goods.



No. 23. Self Filler. Price, \$3.00.

This pen has practically the same size barrel as the No. 20 self-filler, but the gold pen is a full size larger. All users of a fountain pen realize that the larger the gold pen, all other things being equal, the better the pen writes. The extra 50 cents, the difference in price between this and the preceding one, is money well expended.



No. 24. Self Filler. Price, \$4.00.

This is a full size larger than the preceding number both in barrel and pen. It affords a feeling of luxuriousness that cannot be obtained from the smaller sizes. You could not buy a pen of higher grade were you to pay double the price charged for this pen. In its construction is employed the best of everything that can be produced. Each part is fitted and tested.



No. 25. Self Filler. Price, \$5.00.

This is the largest Self-Filling Fountain Pen we manufacture. Not everybody would care for a pen as large as this. Those who can, however, use as large a pen as this, cannot fail to be pleased to the utmost with their investment. Only those who use these large pens know the feeling of luxury alone afforded by this number.

Any of the foregoing pens furnished in fine, medium, coarse or stub. Specially ground pens fitted to order for particular persons.

The Parker Self-Filler Fountain Pen

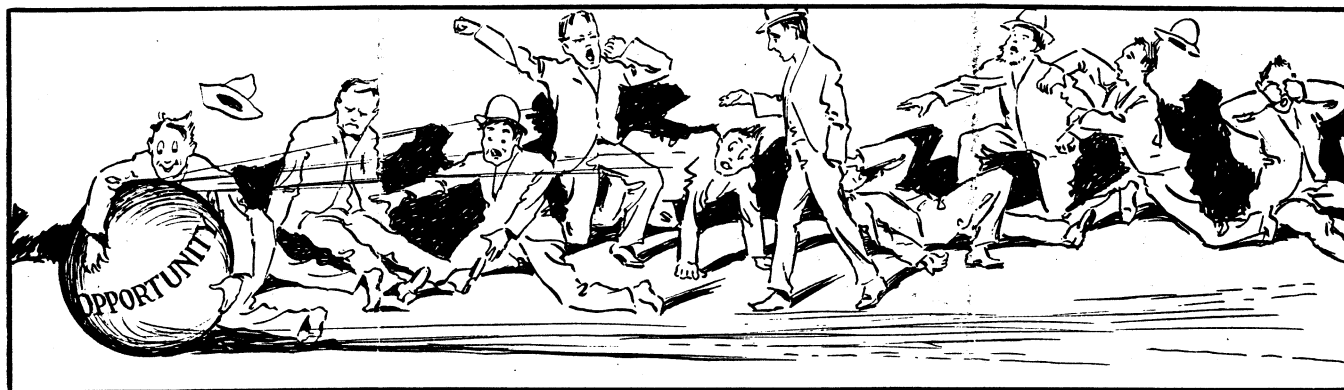
During the past two or three years Self-Filling Fountain Pens have appeared on the market and have been advertised more or less, until there is more or less of a demand for a Self-Filling Fountain Pen.

The Parker Pen Co. is always alive to the interests of its patrons, and believes in keeping thoroughly apace with the times. We have not believed it good policy to place on the market a Self-Filling Fountain Pen until we have been absolutely assured that there would be a heavy demand for same, and further, until we could offer to the trade a Self-Filling Fountain Pen which we knew would meet satisfactorily the tests that might be placed upon it by a critical public. We have built up a reputation on our standard goods that is second to none in the country. This reputation we believe in protecting.

We have, therefore, brought out a Self-Filling Fountain Pen that we can honestly say is as far superior to the Self-Filling Fountain Pens that have heretofore appeared on the market as our regular standard goods are ahead of the cheap trash fountain pens with which the market has been more or less flooded. The Parker Self-Filler Fountain Pen has been thoroughly tested for months past, in every conceivable way, before offering it to the public. By referring to the accompanying cuts, you cannot fail to be impressed with the extraordinary simplicity of the entire fountain. The reservoir of this fountain is a soft rubber sack. In order to fill the pen, it is only necessary to insert the nozzle in the ink, take the thumb nail, for convenience, push the little pressure bar at the pen point end of the fountain, where the little pressure bar is at right angles, and disengage it from the barrel. Then "press the button" until the rubber sack is depressed, then remove the pressure, engage the nail of the finger, or the thumb, with the little curve in the larger projection, give a slight pull and the pressure bar is immediately locked and the pen ready for service. It cannot possibly become unlocked in the pocket because pressure must be brought to bear on the particular part of the pressure bar, as noted above, and as this only comes on a level with the surface of the barrel, it is safely locked until owner wishes it unlocked.

We absolutely guarantee this pen to be exactly as represented and to be more satisfactory than any Self-Filling Fountain Pen on the market. The pen is made only in the styles as shown on this sheet, and is sold at \$2.50, \$3.00, \$4.00 and \$5.00 each. We do not advise the purchase of large stocks of Self-Filling Fountain Pens, but we would suggest that every dealer who is handling Fountain Pens put in stock a few of these—all the way from half a dozen to a dozen and a half. If your customers are interested in a Self-Filling Fountain Pen, you can certainly please them with the new Parker Self-Filler. Orders will be filled in turn and promptly taken care of as fast as sent us.

THE PARKER PEN CO.,
Janesville, Wis.



Are You QUICK Enough to Grab the Opportunity?

WE have called your attention a number of times to the desirability of your putting in a show case assortment of our Fountain Pens, and make a fine display, and thereby increase your Fountain Pen sales from 100 to 1000 per cent, as other dealers have done. That we have not received your order for a show-case assortment convinces us that you have not given the matter the thought that it deserves.

Our holiday advertising campaign will be of greater magnitude than any similar campaign we have ever inaugurated. We feel that our duty to the dealer is only half done when we have sold him the goods. The other half is in helping him sell the goods. Our long experience in the Fountain Pen business has given us some valuable experience. It has shown that the dealer who puts in a case assortment of Parker Pens and gives it a good showing, puts it in the front part of his store, keeps it well filled by frequent purchases, is the man whose account shows the greatest activity, and is the one who really makes the A A 1 record in selling Fountain Pens.

We are going to make a proposition to you such as we have never made before, and would not now but for the fact that we are particularly desirous of having you put in stock a case assortment of our Fountain Pens, and make use of the same means that is bringing a particularly successful business to others who have previously adopted such means. This offer is limited to a short time as you will see. It is as follows: If you will place an order with us for one of the two dozen, four dozen, six dozen or twelve dozen case assortments of our Fountain Pens, we will give you special terms in paying for them, namely at the rate of one dozen per month until paid for, and if you will replenish the case by purchase on or before the tenth of each month until Jan. 10th, 1906, you will receive a 10% dividend on the total amount of your purchases during these months, including the case order, providing you will comply with the conditions of the Circular No. 84. Just think of it! An extra 10% on your Fountain Pen purchases for the next three months and besides, getting started with one of the best plans and methods of largely increasing your Fountain Pen business that has ever been put before you. Remember this special offer expires Nov. 10, for if you accept this proposition it will be necessary for you to do so before Nov. 10th, 1905, otherwise it will not apply. You will notice it applies to the small dealer as well as the large. All are on an absolutely equal footing.

STOP long enough to grasp a good thing, a clean saving to you on your Fountain Pen purchases, by complying with the enclosed circular, and is something the class of business men to which you belong do not ordinarily pass by. **10%**

DISCOUNT SAVERS

are always good business men. Therefore only good business men will take the time to comprehend full meaning of the enclosed circular and secure the benefits that go only to the wide-awake opportunity watchers, for it is of these things out of which a successful business is built.

DON'T BE DECEIVED

He who continually deceives himself with the idea that success in business is luck, or chance, is the man who keeps his windmill busy grinding out excuses for his own failures.

THE MIND

of every thoughtful man weighs each proposition coming before him. The purchase of a Fountain Pen by one of your customers causes the

The Parker Lucky Curve received the highest markings at th

mental weighing of the pros and cons, for or against its purchase. The reason why all of your customers are not already supplied with **PARKER PENS** is because of the absence of some one to supply the pros in the way of convincing arguments, showing the desirableness of the Pen, its matchless features—such as the Lucky Curve, Anti-Break Cap, and that most important improvement of all made in Fountain Pen in recent years, the **Spearhead Ink Controller** as well as the general pleasing effects and the satisfaction afforded from the use of the **PARKER PEN**. These are all weights—**mental weights—but just as real and productive of results as though you were dealing with a real scale**—balance and visible weights. Salesmen and dealers of the **AAA1** class recognize these facts and are therefore successful.

DOES IT MEAN ANYTHING TO YOU?

Drop these mental weights on your customer's mental scale and watch the beam tip from **con** to **pro**.

The man who is not doing the business he should do, is simply out of harmony with conditions.

THE CHRISTMAS BOXES

we are sending out with each order for Pens, without extra charge, seem to be appreciated. With your order we shall be glad to send you a supply.

The time is short. Make every day count between now and Christmas.

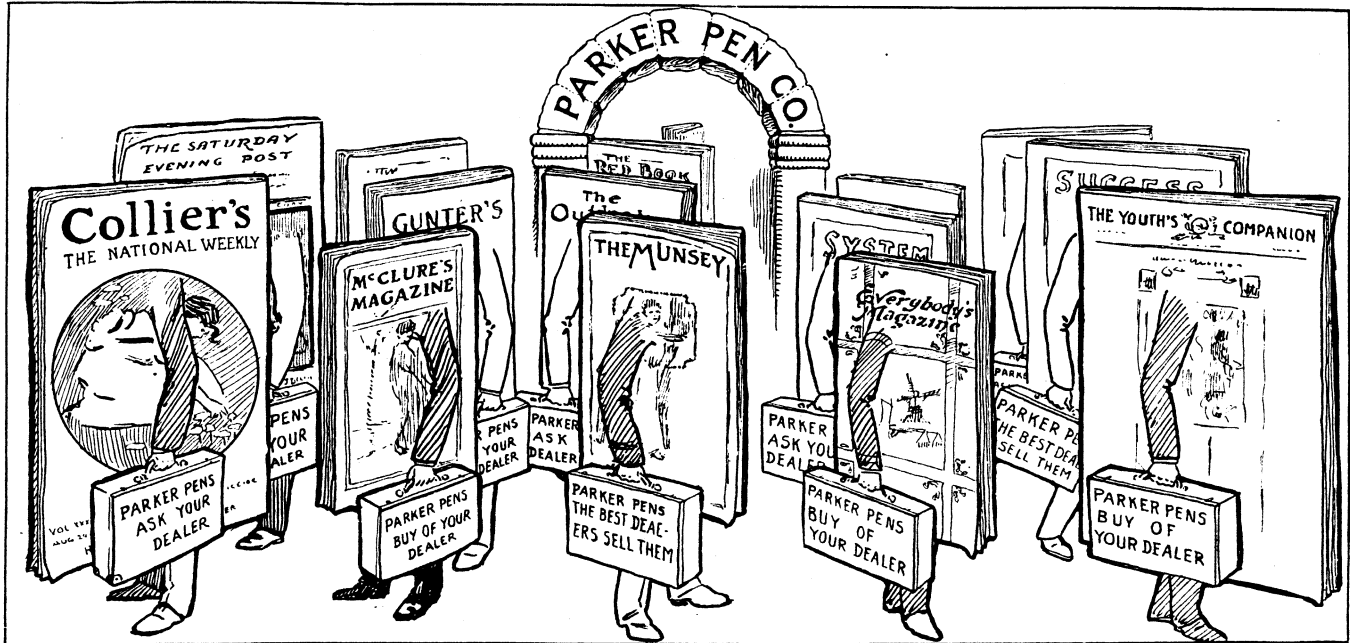
Watch for our big Christmas advertisement which will appear in the December magazines. Does not the good-natured face of old Santa suggest

☛	A Parker Pen for a Xmas Present	☛
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No cuts of Pens with this circular as we just mailed the October SIDE TALKS to you a few days ago.

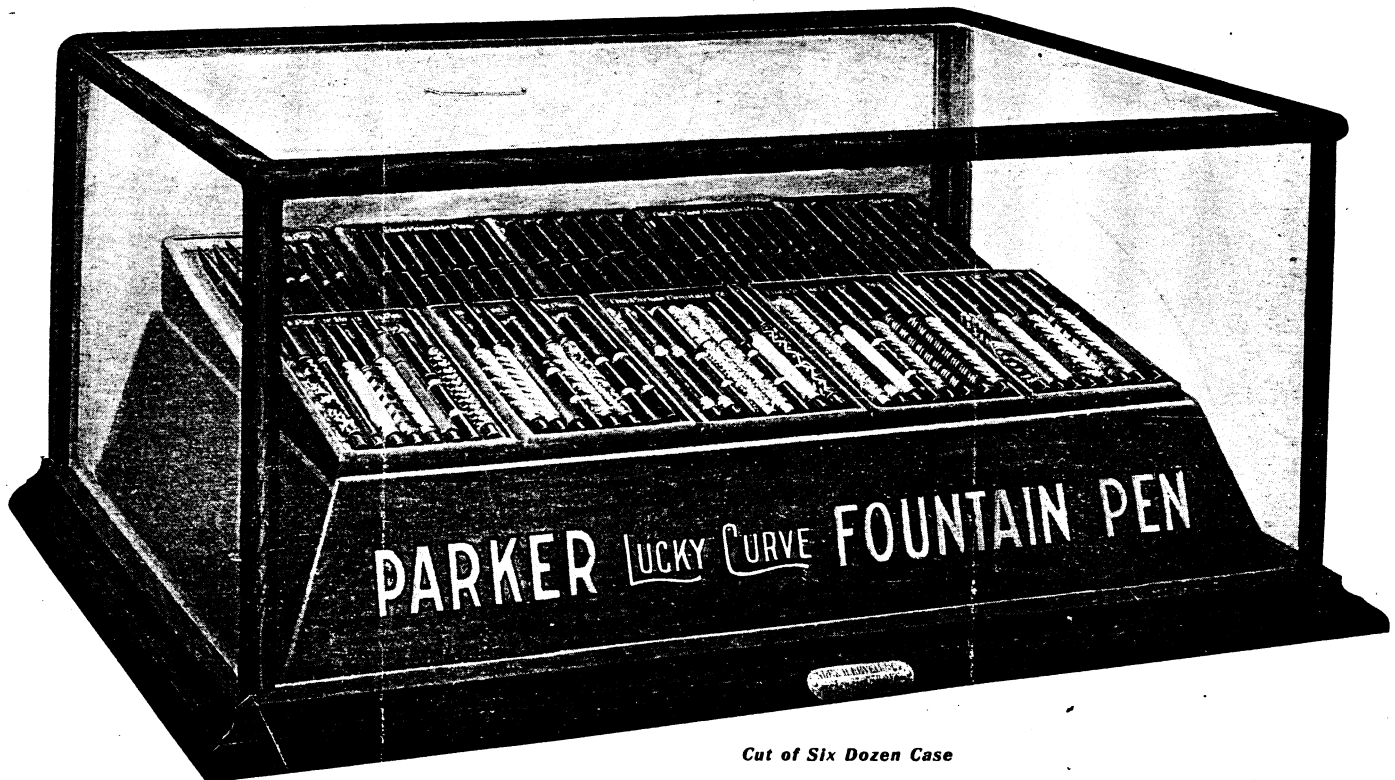
Portland Fair just closed, and was awarded a GOLD MEDAL.

A FEW of THE SALESMEN WE EMPLOY and whose Salaries we pay to work for You



THEY ARE LOOKING FOR AN OPPORTUNITY TO HELP YOU

Just sit down and figure out where the weak spot is in your line of battle and then strengthen it. That is the corner stone of success. Just tackle one thing at a time, **but do it**, then go to the next and you will soon have accomplished a series of feats that makes your competitor wonder how you did it. The best of all is the realization of the power "to do things."



Cut of Six Dozen Case

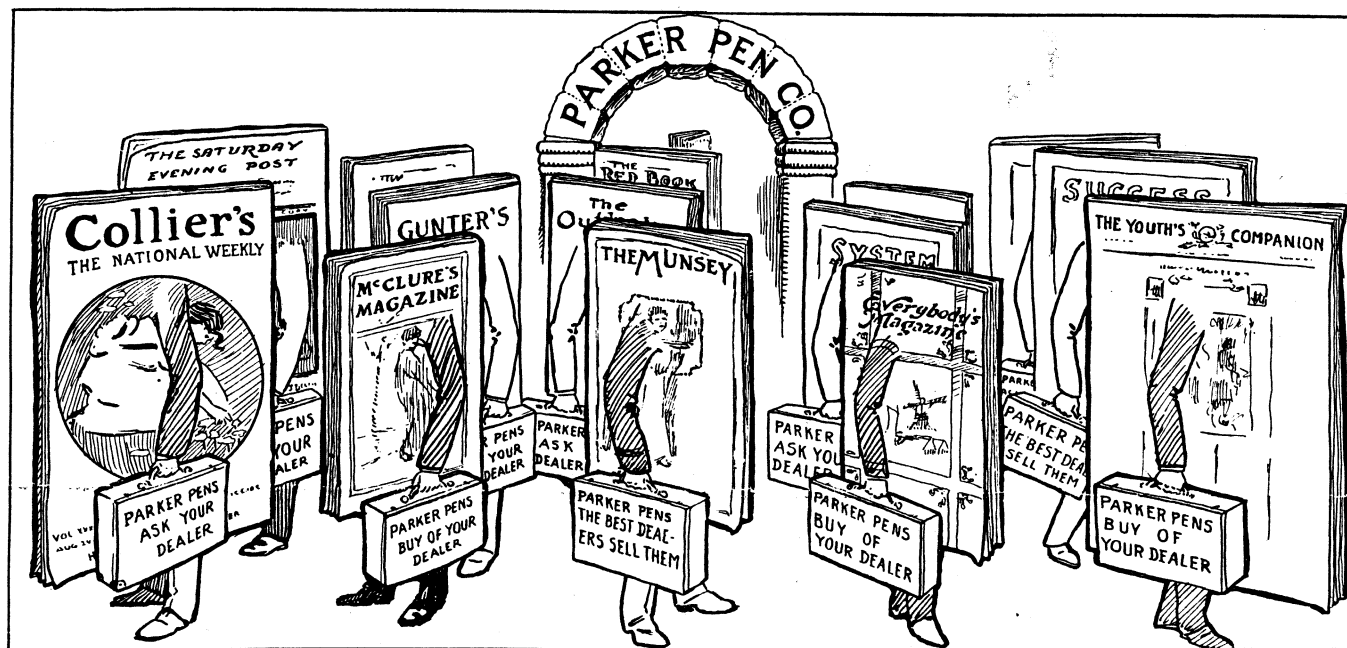
THE psychological effects, the suggestiveness of a PARKER SHOW CASE well and neatly kept and well filled with PARKER PENS is appreciated only by those who are fortunate enough to do it. A December dating on a case order PARKER PENS if you wish. Yours to help push.

JANESVILLE, WIS.

THE PARKER PEN CO.,

G. S. P.

SALESMEN WE EMPLOY and whose Salaries we pay to work for You



WE ARE conducting a business in which you are interested financially, if you are a Parker Pen dealer. Therefore, kindly permit us to go into details to explain. We have been manufacturing and selling the Parker "Lucky Curve" for nearly fourteen years, starting in a most modest way and with a pen, which, compared with our present pen today, seems crude. But the trade—you, have been most kind to us. By your encouragement and patronage, you have been the means of building up one of the largest institutions of its kind in the world. Nothing helps quite so much as encouragement, and by it, which you have given so liberally, you have been the means of perfecting the Parker Pen to its present state.

The Spear Head Ink Retainer, or Controller, has proven, during the past year, to be one of the most important improvements made in Fountain Pens for many years. It has proven the thing needed to

Condensed Price List of the Geo. S. Parker "Lucky Curve" Fountain Pen

ANTI-BREAK CAP.—Warranted Against Cracking or Splitting for One Year.



No. 18. Price, \$2.00. Screw Joint.

Has the famous "Lucky Curve" and the "Anti-Break" Cap. This fountain is exactly the same as the Jointless No. 018, with the exception of the screw joint. It has the "Lucky Curve" and the "Anti-Break" Cap fully warranted. If you prefer a pen with a screw joint, here it is.

No. 018—Jointless, same Size and Price as No. 18.



No. 20. Price, \$2.50. Screw Joint.

Same as above, except it has a size larger pen and holder. Is also larger than the No. 18. Made with smooth or threaded end where fingers grasp the fountain. One of the most popular numbers we make. Can be supplied in either black or mottled rubber. Fine, medium, coarse or stub pen as wanted.

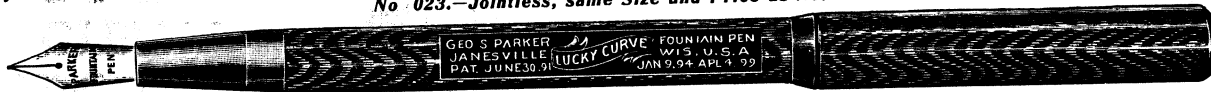
No. 020—Jointless, same Size and Price as No. 20.



No. 23. Price, \$3.00. Screw Joint.

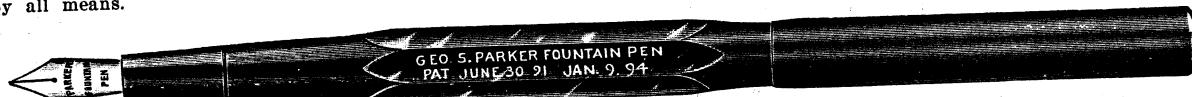
This number can be supplied when so desired, with practically same size barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel," will richly repay anyone to purchase this pen if they are connoisseurs.

No. 023.—Jointless, same Size and Price as No. 23.



No. 23 1/2. Chased. Price, \$3.00.

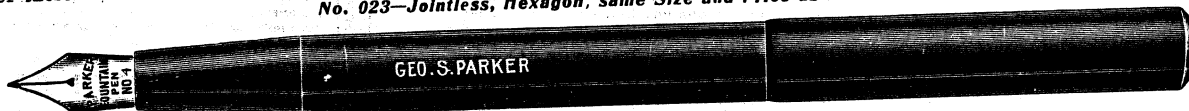
This new style makes its first appearance herewith. It is practically the No. 23, but with beautifully chased barrel and cap. It is particularly suitable as a lady's pen, and can be furnished in a smaller sized barrel than regular, if desired. Order some of these by all means.



No. 23. Hexagon. Price, \$3.00.

This is a splendid seller, also. In fact, we might call this pen a bargain to sell at \$3.00. No complete stock should be without a few of these.

No. 023—Jointless, Hexagon, same Size and Price as No. 23.



No. 24. Price, \$4.00. Screw Joint.

This pen is much larger than the general run of pens, and they are purchased by those who know just what they want, and can afford to pay the higher price necessary for the larger and finer pen. If you feel like spending \$4.00 for a fountain pen, and purchase this pen, we feel safe in saying one year hence \$10.00 would not buy it if another could not be purchased. It has a "feel" too, all its own. We can recommend it as one of the finest pens ever made. (This pen fitted for Manifolding, Shorthand or Bookkeeping, see under respective head.)

No. 024—Jointless, same Size and Price as No. 24.



No. 24—Falcon. Price, \$4.00. Screw Joint.

Fitted with a Gold Pen, which is an exact duplicate of the Steel Falcon. The instantaneous favor into which this pen has sprung would indicate that there are many waiting for and wanting just such a pen. By all means order a sample or two. We have them in very fine points, medium, coarse or even stub.



No. 25. Price, \$5.00. Screw Joint.

If you enjoy writing with a large fountain pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth shining pen glides swiftly over the paper.

No. 025—Jointless, same Size and Price as No. 25.



No. 26. Price, \$6.00.

We make but one pen larger, No. 28. It tells the story of what real luxury may be had from the use of a large sized fountain. The smooth, beautiful action of this pen comes only from the larger sizes.

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 50 ct.



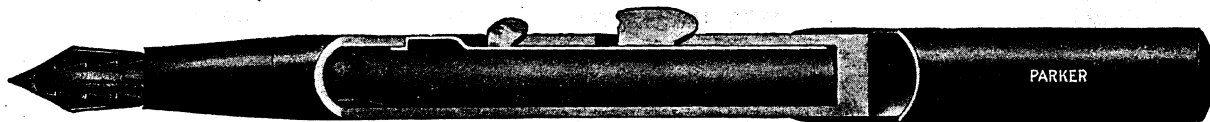
The Parker Self-Filling Fountain Pen

THIS PEN was first offered to the trade in the September edition of "Side Talks," which was mailed in August. The demand that has come to us for this pen has exceeded our most sanguine expectations. In fact, we were literally deluged with orders for them, so much so that we were unable to fill the orders promptly. We have increased our facilities to such an extent that we will, in the future, be able to handle orders for these goods promptly. We can only reiterate what we said in our initial announcement concerning this pen. This pen is not an experiment. The experimenting was done months before it was offered to the trade. It is a practical, thoroughly reliable Self-Filling Fountain Pen. It cannot unlock in the pocket and thus force the ink into the cap, but to unlock, fill, and relock it is a matter of less than five seconds. The locking device of this pen has been pronounced by mechanical engineers to be perfect. Please note the absolute guarantee under which this pen is sold, namely, that of being exactly as represented, and that it is more satisfactory than any other self-filling pen on the market today.

We do not advise customers to put in large stocks of the Self-Filling Fountain Pens until you know whether or not your trade demands a Self-Filler. If you have a call for a Self-Filling Fountain Pen, then you should, by all means, put in the Self-Filler. Those of our customers who are interested in advertising will readily recognize that the click that is heard when the Parker Self-Filler is locked and filled, is an advertising feature that, from the dealer's standpoint, is unequalled. When you can show a customer how easily the Parker Self-Filler is filled and he hears the click with his ears, denoting that the pen is locked and ready for use, he never fails to elicit the inquiry, "Hear the click. Is that all there is to it?" When you can get a customer to speak like this, you are only a step from an actual sale.

Price List of the Parker Self-Filling Fountain Pen

"LISTEN, TO THE CLICK"—When It Clicks Its Locked and Filled



This cut shows the self-filling pen with the side of the barrel cut away, and disclosing just how the mechanism is locked when the pen is in position to write. The ink reservoir in the fountain is a soft rubber sack. In order to fill the fountain it is but necessary to take the thumb nail and push down on that portion of the pressure bar that engages with the barrel which is shown by the little triangular part that runs at right angles to the pressure bar. Then the sack can be depressed, as shown in the cut below. As soon



as the pressure is removed from the rubber sack it immediately assumes its position. Then by giving the larger projection a little pull backward it immediately becomes locked, as shown above.



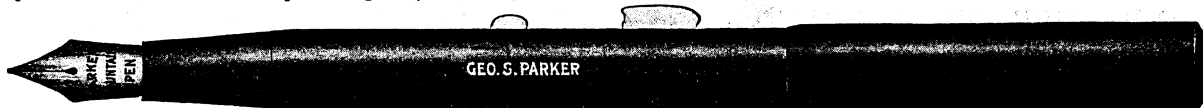
No. 20. Self Filler. Price, \$2.50

This is the lowest priced Self-Filling Fountain Pen we manufacture. It is in all essentials the same as our regular No. 20, but with the self-filling attachment. Understand, of course, that this pen, in common with all other self-filling fountain pens, will not hold nearly the quantity of ink that one of our regular standard pens will do. If you are looking for a self-filling fountain pen, this pen will more than please you in every particular. Our usual iron-clad warrant accompanies this pen, as with our other goods.



No. 23. Self Filler. Price, \$3.00.

This pen has practically the same size barrel as the No. 20 self-filler, but the gold pen is a full size larger. All users of a fountain pen realize that the larger the gold pen, all other things being equal, the better the pen writes. The extra 50 cents, the difference in price between this and the preceding one, is money well expended.



No. 24. Self Filler. Price, \$4.00.

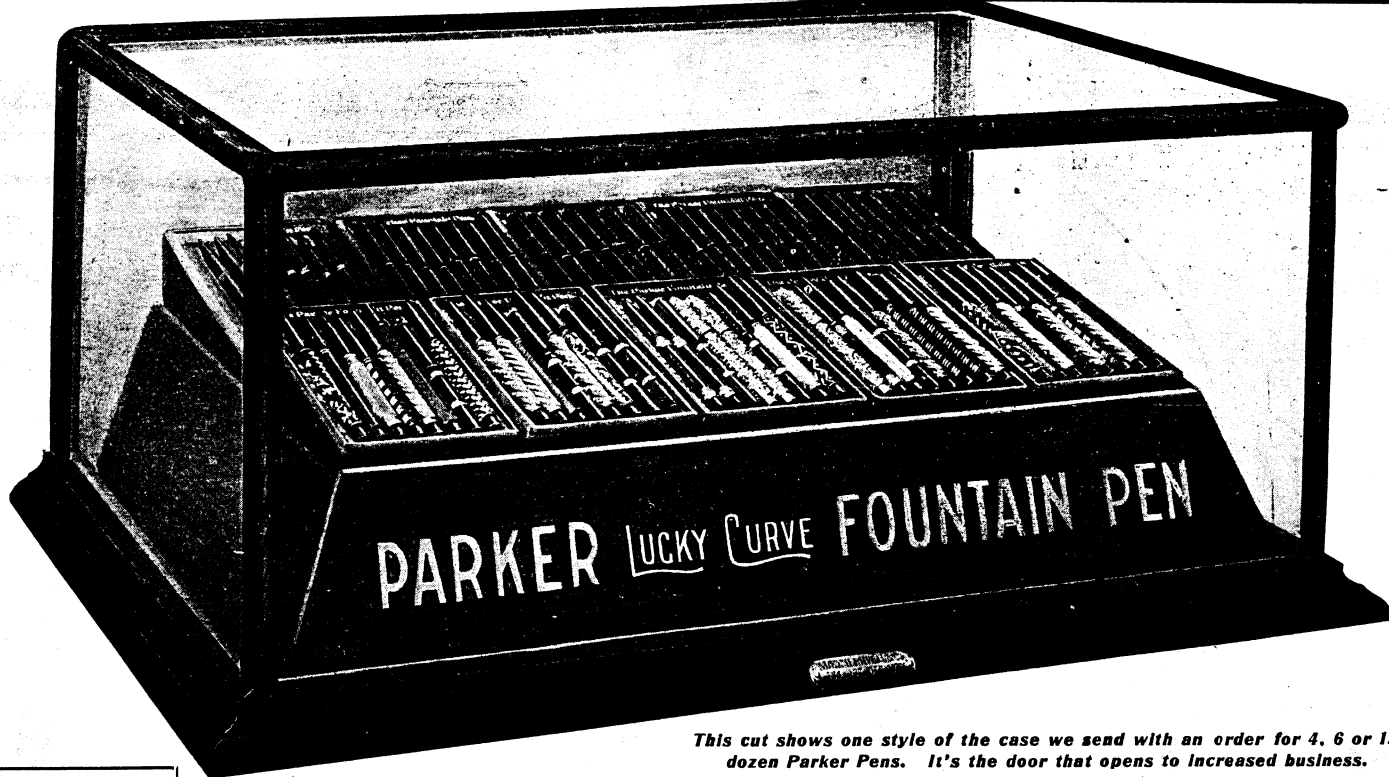
This is a full size larger than the preceding number both in barrel and pen. It affords a feeling of luxuriousness that cannot be obtained from the smaller sizes. You could not buy a pen of higher grade were you to pay double the price charged for this pen. In its construction is employed the best of everything that can be produced. Each part is fitted and tested.



No. 25. Self Filler. Price, \$5.00.

This is the largest Self-Filling Fountain Pen we manufacture. Not everybody would care for a pen as large as this. Those who can, however, use as large a pen as this, cannot fail to be pleased to the utmost with their investment. Only those who use these large pens know the feeling of luxury alone afforded by this number.

Any of the foregoing pens furnished in fine, medium, coarse or stub. Specially ground pens fitted to order for particular persons.



This cut shows one style of the case we send with an order for 4, 6 or 12 dozen Parker Pens. It's the door that opens to increased business.

SPECIAL OFFER

- On a Four-Dozen Assortment—Net, \$73.98 Wholesale.** One-fourth of the bill in one month, one-fourth in two months, one-fourth in three months, and one-fourth in four months. A splendid assortment. Exchangeable.
- On a Six-Dozen Assortment—Net, \$112.05.** Pay for one-sixth in one month, one-sixth in two months, one-sixth in three months, one-sixth in four months, one-sixth in five months, and one-sixth in six months.
- On a Gross Assortment—Net, \$225.45.** Pay for one-eighth in one month, one-eighth in two months, one-eighth in three months, one-eighth in four months, one-eighth in five months, one-eighth in six months, one-eighth in seven months, and one-eighth in eight months.



A two-dozen assortment
of pens in the assortment
of any other style of Parker
\$35.00

Mercur Pens

In view of the fact that some dealers have a demand for a Fountain Pen to sell to school children and others, and on which they desire to make a leader, we have concluded to put out a Fountain Pen under the name of "Mercur" that we will sell to the trade in lots of one dozen or more, at \$6.00 per dozen. Just the thing with which to make a run. A gross would cost you \$70.00. It is an excellent pen for the money and will give very good satisfaction. We are in a position to fill orders large or small. A very good Pen for the money.
Net wholesale price per dozen..... **\$6.00**



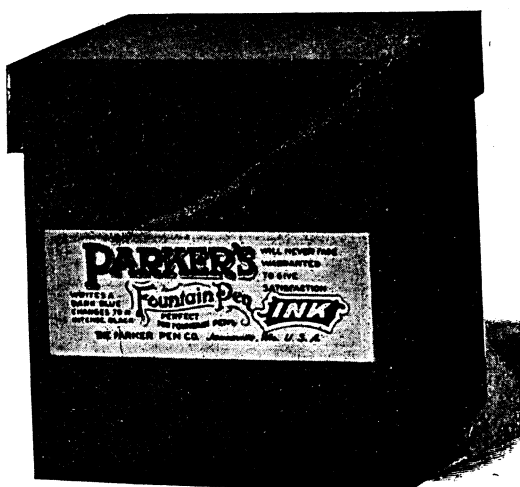
HEREWITH IS shown the slick-est little affair and most durable we have ever seen. It is far superior to a similar article heretofore sold that was held on the pen or pencil by a soft rubber band (for soft rubber soon gets rotten and becomes worthless). The band that holds the fastener to the pen or pencil is a fine spring piano wire coiled over a central stand to give it strength. They are nicely put up, three dozen on a card which can stand on the show case. Are quick sellers at either 5 or 10 cents each, and cost \$1.00 per quarter gross wholesale. Per gross \$3.75.

Silver Dollar Upper or lower feed, as desired, price **\$1**

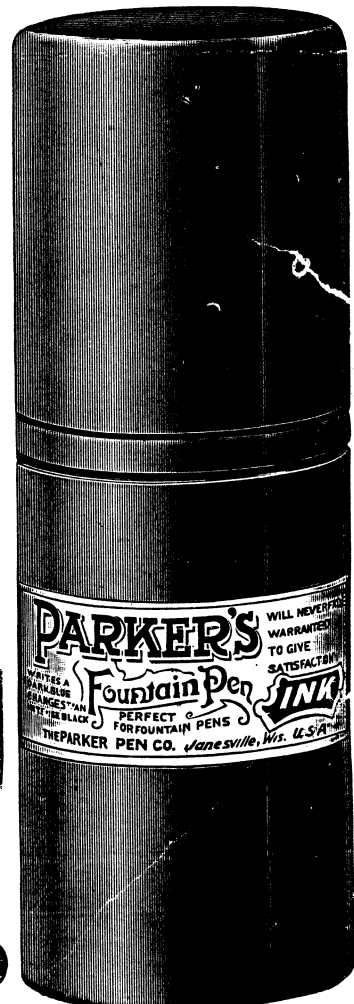
Supplied under the name of "Palmer Pen" if desired.



This pen is cheap—but good. It is not sold as equal to the Lucky Curve Parker—for it is not. Good pen for the money. Has screw joint but does not have Lucky Curve Feed. Best the market affords for the price.



No. 1—Parker's Fountain Pen Ink. Price 25c. Each bottle packed in pasteboard carton. A handsome package and staple seller. Wholesale price, \$1.25 a dozen.



No. 2—Parker's Fountain Pen Ink. Exact Size. Price 25c.

Parker's 'Travelers' Fountain Pen Ink, No. 2 Package.

Price, 25c. Screw Top. Wooden Case. Bottle Fitted with Patent Fountain Filler. Great seller. Wholesale, \$1.50 do.



No. 28. Price, \$7.00.
This is a new number and makes its first appearance at this time. It is put out in response to a demand for "the largest pen you make." The barrel is not very much larger than No. 25, but the pen is No. 8. You probably have among your customers some Lawyer or Doctor who is just waiting for such a pen.



No. 024. Bull Dog Special. Price, \$4.00.
This is a new thing in fountain pens. It is a vest pocket pen, that is for the lower vest pocket in which it is carried FLAT. It has the advantage of never getting lost, always at hand, and never in sight when carried. It has sold in large numbers in London, England, during the past two years, and seems destined to be a great seller in this country. The student, the business man as well as all military men who have seen it are charmed with it. A favorite in many of the universities and recommended by college men everywhere.



No. 1. Plain Barrel Parker Lucky Curve. Price, \$1.50.
A neat little pen. Has the "Lucky Curve" Screw Joint. Does not have the Anti-Break Cap. Either over or under feed. A very good pen and warranted. It is the lowest in price of any Parker "Lucky Curve" made.



No. 3. Ladies' Size. Price, \$2.00.
Handsome chased barrel. Nice, easy-writing gold pen. Quite a popular pen of its class. Can be furnished with lower feed when so ordered.



No. 3. Chased Barrel, Straight or Taper Cap. Price, \$2.00.
Considerably larger than the Ladies' size of the same number. Has the "Lucky Curve" and is an over-feed pen. This is one of the oldest patterns, yet it is a popular pen today. Comes with a great variety of patterns on barrel.



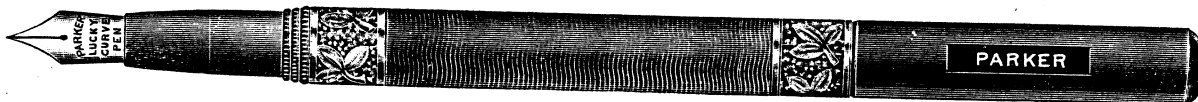
No. 5. Spiral, Black or Mottled Rubber. Price, \$2.50.
Black or mottled rubber. The barrel is made with corrugations, which are spiral. It presents a rough surface for the fingers to grasp, and for this reason many are sold. Can furnish this in either upper or lower feed. By making use of the old style barrels and fountains, we can furnish a greater variety of fancy cases as shown.



No. 6 Fountain, Ladies' or Gentlemen's Size, Gold Mounted. Price, \$3.00.
This is a very handsome pen. Has beautifully chased barrel in a great variety of patterns, fitted with gold bands. It is made in two sizes—one size as shown in engraving, the other, ladies' size, considerably smaller.



No. 8. Hexagon. Price, \$2.50.
Barrel and cap are cut hexagon shape, so the fountain will not roll when placed upon a desk. Can be supplied in black or mottled rubber.



No. 9. Gold Mounted. Price, \$4.00.
This is a gentlemen's pen exclusively. It is by all odds the most handsome of the large sized fountains. An ample ink reservoir. Beautifully gold mounted. A superb pen in every way. For a birthday or holiday gift it is simply ideal.



No. 10. Twist. Price, \$3.50.
This pen is preferred by many who like the corrugated handle, which gives the fingers something to grasp and prevent from slipping when moist or sweaty. By the way this is a great favorite with many business men.



No. 11. Aluminum. Price, \$3.50.
This cut does not begin to do this pen justice. Richly engraved in a variety of patterns. Upper or lower feed as desired. Even better than sterling silver, as it does not tarnish.



Slip-over Cap. Looks like a \$2.50 pen. New Special. Price, \$1.50.

Condensed Price List of the Geo. S. Parker "Lucky Curve" Fountain Pen



No. 12. Full Pearl. A Beauty. Price, \$6.00.
Inlaid pearl, gold bands. Price \$6.00. If you want to own something out of the ordinary, or make a present that would be treasured for a lifetime, you need go no further. The price quoted on all pens are with plain boxes



No. 21. Price, \$3.50.
This is really a very pretty pen. It is practically our No. 20 with the addition of the gold bands and a size larger gold pen. So popular indeed is this particular style that we have had difficulty in keeping up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen we have ever seen.



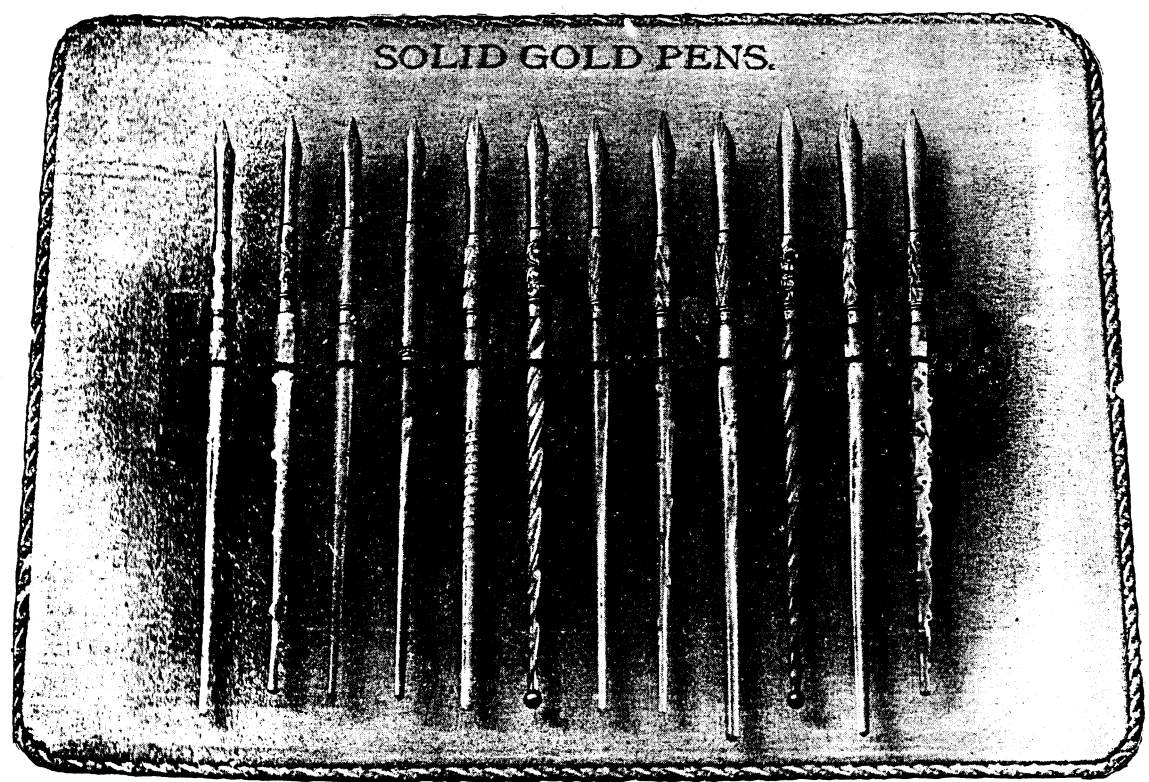
No. 14. Price, \$5.00. Sterling Silver Filigree. No. 16. Gold, \$6.00.
The silver inlaid over the vulcanite, making a most striking looking pen. Space is reserved on name plate for engraving name of owner. No. 16, same pattern as above, Solid 18K gold plate will wear for many years. Price \$6.00. If you want to spend as much as \$5.00 or \$6.00 for a fancy fountain you need have no fear of regretting selecting this style.



No. 30. Price, \$10.00.
Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. If you want to make some dear friend a present that will be treasured for a lifetime, and be handed down as an heirloom, the number 30 will fill the bill. For presentation purposes to some officer or member of society, lodge, or school, nothing could be so pleasing or appropriate. There is ample room on barrel in place provided to engrave name, letter or initials, when so desired.



No. 40. Price, \$20.00.
(BARREL AND CAP COVERED WITH SOLID 18K GOLD.)
We do not expect this pen to come into very general use. Yet for wedding presents, a birthday present, a present to some honored member of a society, it would make a lasting reminder of the donor. It is difficult to conceive how a more beautiful pen could be made. The cut, however good, gives but a poor representation of it. The flowers, leaves, vines, etc., stand out in relief, as the body of the barrel is cut down by engraving to give prominence to the beautiful raised work. Space is left on the barrel in place reserved for it to engrave the name of owner. With this pen will be sent a plush or morocco box without additional charge.



Pearl Desk Holders

A fine Assortment on pad as shown in cut \$10.50 per dozen two dozen \$20.00

SPECIAL CHRISTMAS BOXES

WE HAVE gotten out a very handsome box for the Christmas trade. The box resembles in size and shape our regular box, but is covered with a beautiful design in holly leaves and berries colors. On the top is placed this inscription: "Merry Christmas. Geo. S. Parker Lucky Curve Fountain Pen and with it my best wishes. From _____," which is printed on real wood paper, not imitation. These cost us considerable, but as our friends have been very good indeed to us we will include as many of these boxes with your order as you wish in place of the regular boxes. Please be sure and tell us how many you wish with your order.

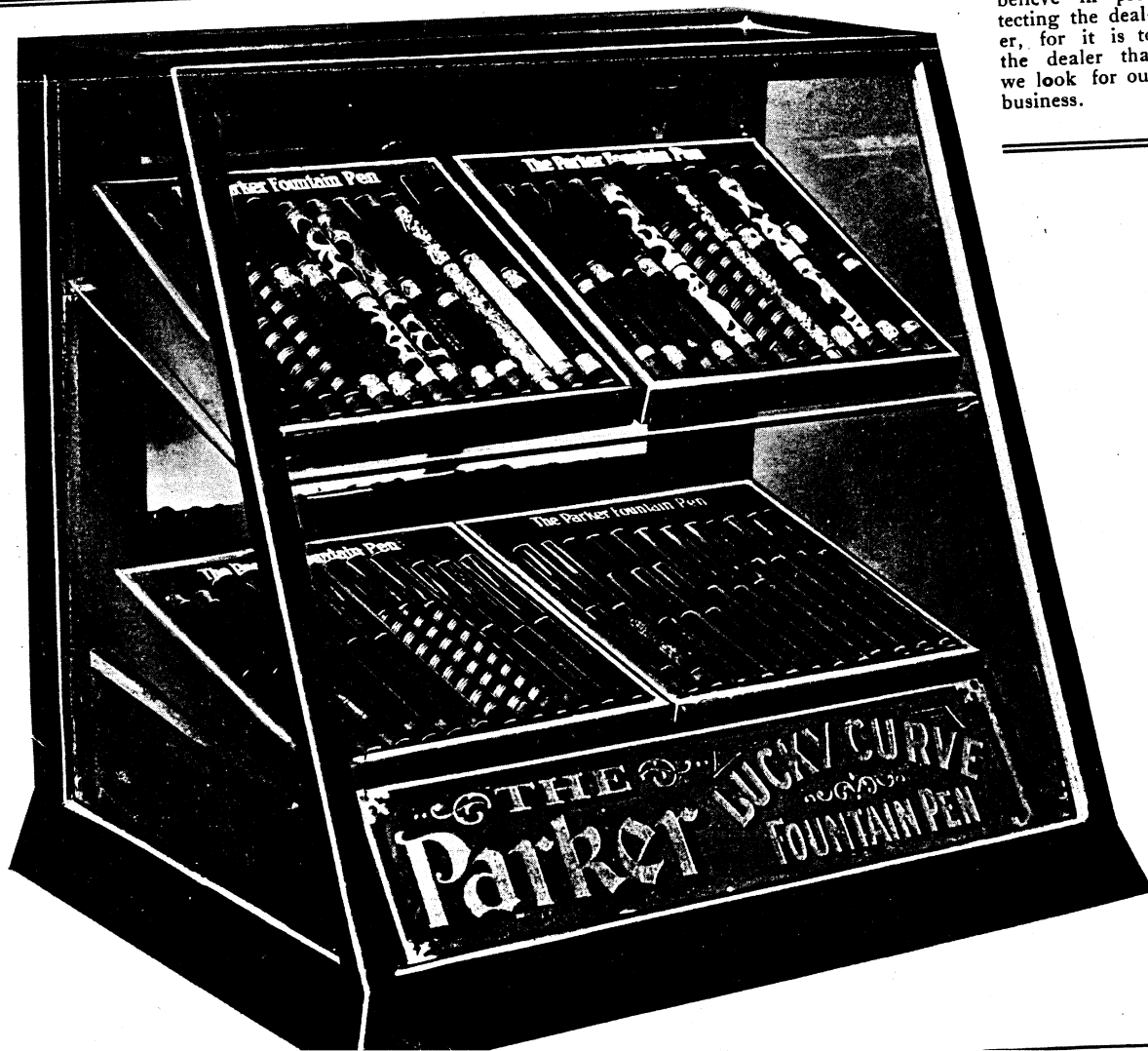
SYSTEM OF REPAIRS

SOME Dealers have complained to us that charges have been made for repairing when no charges should have been made owing to the warrant that goes with the Parker Pen. The conditions under which free repairing is done are plainly stated on the face of each Accident Policy. When this is not followed, charges are made for repairing done, as it is taken for granted that charges should be made for the work. Please bear in mind that one firm who sends us repairs and with whom we are doing business, is only one of more than 10,000 with whom we are doing business. Kindly bear in mind this great multiplicity of accounts and take nothing for granted, but make each and every order explicit, for where our

repair department is handling hundreds of orders daily, it is absolutely necessary to follow the suggestions as above. Therefore, do not fail when sending repairs that come under the warrant to be sure and return the Accident Policy with the pen for identification, tell just what you want done in as few words as possible; be sure and put your name and address on the package (we have scores of packages on hand awaiting unidentified from those who have failed to mark the package with their names. Anyone who will observe the foregoing instructions and send the repairs to us will find that they will be given prompt and satisfactory attention.

It is good business to make a profit, and it is better business to make just as many profits in a given length of time as possible. The live, wide-awake, far-seeing dealer never stocks a line of goods that will not sell. Suppose for instance, a dealer puts in a line of Fountain Pens. They may be fairly good pens, but the dealer's trade does not know anything about them. In order for the dealer to sell any of these unknown pens, he must stand and argue with his customer to the very best of his ability to sell the customer something that he really does not want. In event the dealer is successful in selling the article, the customer is probably more or less dissatisfied in being out-generated, and in purchasing a particular article that he did not really want.

Did you ever stop and consider that in stocking the Parker Pen you are selling a pen with which the public is entirely unfamiliar? You are selling an article that has salesmen in your town, whom we employ, and whose salaries we pay, working for your interests. We refer to such salesmen as Munsey's, McClure's, Everybody's, Gunter's System, Success, Outlook, Saturday Evening Post, Collier's, Youth's Companion, and various others. You have read the Parker Pen advertisements. You know that all the advertising we do is done with the idea of getting the consumer interested in the Parker Pen. The whole idea is to help the dealer for we believe in protecting the dealer, for it is to the dealer that we look for our business.



THIS cut represents a very neat box of the Parker Lucky Curve Fountain Pens. The two-dozen assortment are adapted to your trade. They are the Parker Lucky Curve Fountain Pens. The two-dozen assortment foot up

This handsome case with an order for four dozen Parker Pens. Decide today the question of taking hold of these goods in the best way and send your order for this assortment.

PARKER PENS
 LIKE OPPORTUNITIES
 are GRASPED by
 Successful Students
 Who Recognize
 their
 Value

The LUCKY CURVE PEN

Anti-Break Cap.
 "Lucky Curve"
 (Unscrew the barrel and look.)
 Spear Head Ink Controller.
 (Look underside of Gold Pen.)
 Exclusive Parker Features

If you want the best, insist upon the Parker Pen. Sold by 10,000 dealers. May we send you our catalog and name of Parker dealer?

PARKER PEN CO.
 JANESVILLE, WIS.

We also make the best and most practical Self-Filling Fountain Pen on the market

out the Parker Self-Filling Fountain Pen. T. proven to be a much greater success than our sanguine expectations had hoped for. We have literally deluged with orders for samples, which, nearly all cases, have been followed by larger orders. We have increased our facilities greatly, so we feel now we can care promptly for orders for Self-Fillers, without the delay first experienced

10,000 Dealers Sell the Parker Pen

SIDE TALKS
 About the points of superiority of the

PARKER LUCKY CURVE FOUNTAIN PEN


Talk No. 1. (Talk No. 2 next month.)

LUCKY CURVE :
 What is it? An invention that makes the fountain-pen cleanly. A feed that FEEDS on scientific principles—and after the pen has been returned to the pocket by the peculiar curve given the end of the feeder compels it to drain the ink into the barrel INSTEAD OF OUT around the nozzle. There are two kinds of pens—the LUCKY CURVE kind is the clean kind.

THE LUCKY CURVE is patented and used only in the Parker Pen. In order to be sure that you are getting the genuine when you buy a fountain pen, always unscrew the nozzle from the barrel and see the—LUCKY CURVE. Let us send you our beautiful Art Catalogue, which enumerates the advantages of the Parker Pen over the common kind. It costs you nothing and may prevent years of annoyance.

PARKER PEN COMPANY
 20 Niska St., Janesville, Wis.

We also manufacture the best and most practical Self Filling Pen on the market.



Now, the writer has a feeling that our work is only half done when you have sent us your order. However perfect the

This is what they said in September

goods may be, they will not sell unless the public is induced to buy. Therefore we divide our profit and use a portion of it in employing salesmen to work for you in your town, to sell Parker Pens, and whose salaries we pay. The principal salesmen thus employed are shown in the picture.

They work day-time and evenings, on the trains, in the home, at the Club, everywhere intelligent people are found. Is it not worth money to you to have them employed in your behalf? They are ready to work for you and we are ready to have them. Will you say the word? Will you let us show you that we can make good? We were never more in earnest, and your favorable response would be appreciated in a way that would make us bend our efforts in your behalf, in a way that would sum up, in a way that would bring you pleasing financial sensations, at the end of the season.

10,000 Dealers Sell the Parker Pen

SIDE TALKS about the

PARKER LUCKY CURVE Fountain Pen

Standard or Self-Filling

TALK No. 2—See our Christmas ad. next month we told you about the function of the famous "Lucky Curve." This month, about another matchless Parker feature, the


Spear Head Ink Retainer

In the common kind of fountain pens, frequently when the ink gets low in the barrel, the pen is apt to flow too freely and ink will escape from the channel, form at the end of the feeder, then drop off the point of the pen. This is called leaking or blotting—a most annoying thing. The Spear Head Ink Retainer provides a series of notches on side of feed, which, in conjunction with the walls of the pen, form little reservoirs, retaining this overflow and preventing the leaking or blotting that might otherwise ensue. This is to a fountain pen what a governor is to a steam engine, and is the most important improvement made in fountain pens in many years.

When you buy, buy the best—a Parker Pen—and thus get the benefit of this most valuable improvement. Guaranteed by the manufacturers and by more than 10,000 dealers.

If you are interested, we would like to send you our beautiful Catalogue and the name of nearest Parker Pen dealer.

PARKER PEN COMPANY
 96 Niska St., Janesville, Wis.



This they will say in November

And in December more than in October and November Combined.



No. 15. Price \$7.00. Just out. One of the prettiest in our line of fancy pens. Pearl barrel. Gold filigree on Cap. Name plate so the name of owner can be engraved on same.

order for this